

# MODERN PACKAGING



prepare now for  
1936 competition -  
better packaging will mean  
**BIGGER BUSINESS**

YOUR PRODUCT

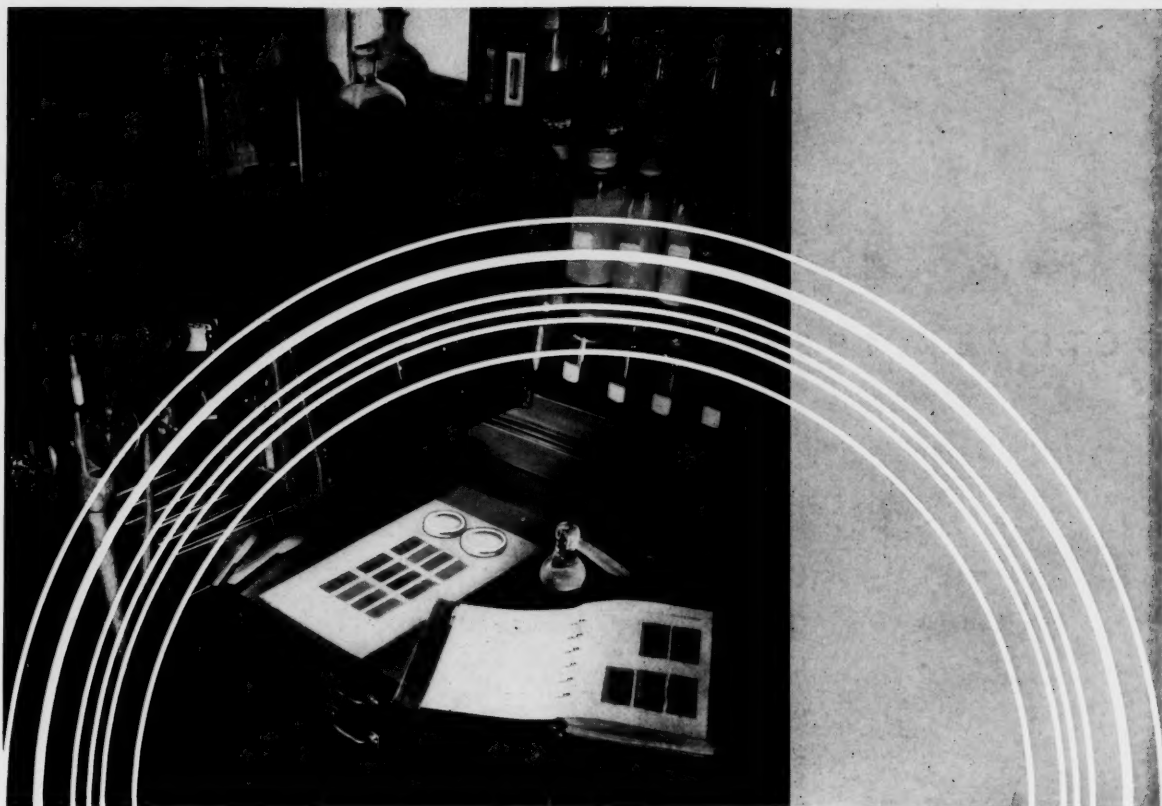


**BROOKS & PORTER, Inc.**  
CREATIVE STYLISTS AND  
MANUFACTURERS OF  
FOLDING CARTONS, COUNTER  
AND WINDOW DISPLAYS  
304 HUDSON STREET, NEW YORK

Plan for sales increases, starting with your package. Smarter appearance, backed up by effective counter and window displays, store banners, window strips - - will give your product a competitive advantage which must reflect itself in Bigger Business. - - - - -

Our creative staff can be of invaluable assistance to you in preparing your product for "point of sale preference." Let us help you make 1936 a banner year.





# DECORATING

Permanent colors? We might as well be frank, there aren't any. No color will stand up indefinitely under the action of light and atmospheric conditions. A few reds and blues, lemon and chrome yellows, and black, are comparatively fast to light. But even the fastness of these colors is materially reduced when they are used in making tints, or when other pigments are added. Varnish will of course prolong the brightness of colors. But it will not make them permanently fast, no matter how made or how applied. This is also true of lacquer. All of which is by way of saying that Phoenix lithographic inks, metal coatings, varnishes and lacquers are as permanent as commercially possible. Many laboratory tests have been conducted to make them so. They are standard in formula, standard in results. And, they have the definite advantage of being made for one purpose and one purpose alone: the decorating of metal caps, Phoenix Metal Caps.

## PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLYN



# MODERN PACKAGING

OCTOBER 1935 VOLUME 9 NUMBER 2

D. E. A. CHARLTON, EDITOR

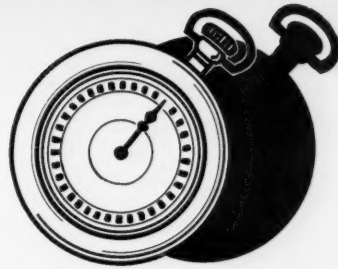
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*Two a Second--and more!*



## 8 SIZES of J. & J. "Red Cross" Bandages CARTONED on REDINGTONS

### Speeding Production—Cutting Costs

**T**HE old machines used by Johnson & Johnson for cartoning "Red Cross" Bandages had become obsolete. They were too slow, a handicap to the high speed production needed on this popular bandage.

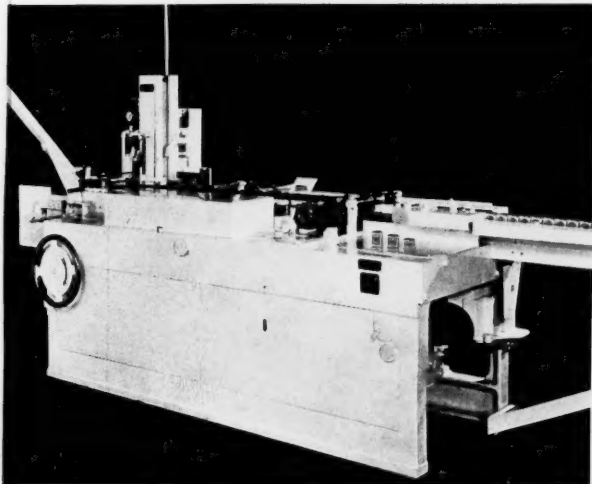
Today two REDINGTON Continuous Loading Cartonning Machines are cartoning the entire output of "Red Cross" Bandages at the rate of 100 per minute—*almost two a second!* This is more than  $2\frac{1}{2}$  times the old rate, although *not* the maximum speed for this type of product. One machine is easily adjustable for five sizes; the other for three. A unique feature is a mechanism for taking rolls stuck together in one long stick, breaking the individual rolls from the stick and then placing them in the machine automatically. The cartons are loaded continuously at one-fifth the machine's operating speed—an exclusive Redington feature.

Scores of other products are being cartoned with greater speed and efficiency on this "Most Complete and Perfect Cartoner Yet." If your product—bottles, jars, collapsible tubes, razor blades—is sold in cartons, it will pay you to get full details. May we have a sample of your product, too?

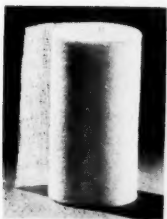
F. B. REDINGTON CO. (Est. 1897)  
110-112 So. Sangamon St., Chicago, Ill.

**REDINGTON**  
*Continuous Loading*  
**CARTONING MACHINES**

*Also Cellophane Wrapping, Carton Sealing  
and Special Packaging Machines*



**ADJUSTABLE**—In 10 minutes, this REDINGTON Cartonning Machine can be adjusted to handle any one of five sizes of Red Cross Bandages. A skilled mechanic is not needed. Another Redington is adjustable to any one of three smaller sizes.



#### VARYING WIDTHS

The bandages vary from 1 inch to  $4\frac{1}{2}$  inches in width, the cartons from  $1\frac{1}{4}$  to  $4\frac{1}{2}$ . The bandages are eased into the carton.



#### GLUED END CARTONS

The flaps of the carton are then sealed, the flaps being held squarely and the glue thoroughly set before the cartons leave the drier conveyor.



#### RUGGED CONSTRUCTION

Our engineers insist upon rugged perfection of construction to stand up under the high operating speed.



#### BALANCED DESIGN

Another important factor is perfect balance in design. Less carefully designed machines would "crack" under the strain—not Redingtons.

IF IT'S PACKAGING  TRY REDINGTON FIRST

# "The Lost Battalion"



*"But Major, that ain't a road, that's a crease in the map"*

Comedy to some folks, but stark tragedy to many a column of troops marched down a folded crease or surrounded on a smudge of mud.

But there'll be no more rain soaked maps for alibis, for war maps no longer turn to pulp when wet. They're being made of genuine vegetable parchment, are stronger wet than dry, when washed are good as new.



Plenty of selling battles, too, have been lost by using the wrong kind of paper. There's a KVP paper for every food protection use.

**KALAMAZOO VEGETABLE PARCHMENT CO.**  
PARCHMENT (KALAMAZOO COUNTY) MICHIGAN



COMPILED  
*for your  
use*

# THIS BOOK

## OF PRACTICAL PACKAGING INFORMATION

For packaging room foremen, plant superintendents and every executive concerned with the problems of automatic packaging—Pneumatic has prepared at considerable cost and effort this most complete handbook of modern packaging methods and procedure. It discusses and answers in simple, understandable manner, all of the technical questions and considerations of machine packaging. It offers practical recommendations on the multiple decisions that must be made, even to the inclusion of actual packaging material, samples, e. g., cardboard, special papers and typical wrappers. It is a completely up-to-date, correct and authoritative guide which Pneumatic will gladly send—free—to any responsible and interested person actually connected with packaging operations.

Please make your request for your copy of this limited and valuable book on your firm's business letterhead.



# PNEUMATIC SCALE

*Packaging Machinery*

PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Ave.; San Francisco, 320 Market Street; Los Angeles, 443 South San Pedro St.; Melbourne, Victoria; Sydney, N. S. W. and No. 41 Whitehall, London, S. W. 1

OCTOBER, 1935

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# OUR



**F**OR too long packaging has been done in a hit or miss way. Too often, in the case of glass-packed products, not nearly enough consideration is given to such practical matters as the correctness of the closure, the all-round usefulness of the shape and style of the container or the efficiency of the sealing equipment. Which are the very things Anchor-Capstan *does* worry about.

Sometimes, in attempting to make the package convenient for consumers, the full protection of the product on its hazardous journey to the user is lost sight of. A clever—often,

too clever—decorative design is allowed to influence the selection of package elements that simply do not stand up in service. Personal tastes, ill-considered opinion, snap judgment consistently have taken the place of cold-blooded, patient, scientific analysis.

Anchor-Capstan long has taken a definite stand about all this, glass containers and closures and sealing methods, in particular. For more than 25 years we have watched the progress of packaging, and the platform on which our business is done is the result of that experience.

# R PLATFORM

We say that every part of the packaging problem—design, sealing equipment, container and closure—has a definite relationship to every other part, a relationship not to be determined by mere opinion or theory but by facts readily ascertainable by trained packaging engineers. The decision to use one type of closure instead of another can more profitably be arrived at by experience and research . . . never by guesswork. Practical virtues of sealing protection and convenience should dominate; and after that, the esthetic considerations.

Likewise, a particular style of glass container should be selected not merely because it looks attractive but because its good looks are the result of careful, studious planning and possess the elements of sound, basic design. Here, too, the practical is all important . . . such things as ease of filling, hardihood to withstand the knocks and bumps of production lines and

transportation, a shape that permits easy removal of the contents and economical use of shelf space.

Even in decoration and label the skill of the artist can be made more certain and more profitable if it is helped by the facts of the package engineer.

The Anchor-Capstan organization, its field representatives as well as its factory departments, laboratories and Package Design Service, stand ready to serve you. We are prepared to suggest styles of containers, types of closures, appropriate decorations, a complete package design if you desire, to study your special sealing problems and base our recommendations on the facts disclosed. A request will bring an Anchor-Capstan man to call upon you . . . and in no way is there any obligation on your part.

#### ANCHOR-CAPSTAN

★ GLASS CONTAINERS ★ CLOSURES  
★ SEALING EQUIPMENT  
★ RESEARCH ★ PACKAGE DESIGN

5 STAR SERVICE

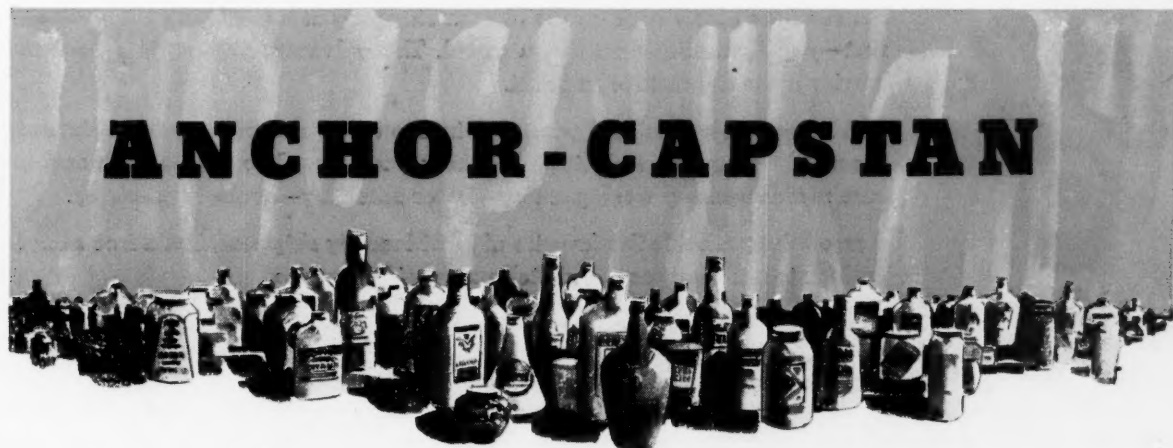
ANCHOR CAP & CLOSURE CORPORATION  
LONG ISLAND CITY, N. Y.



CAPSTAN GLASS COMPANY  
CONNELLSVILLE, PA.

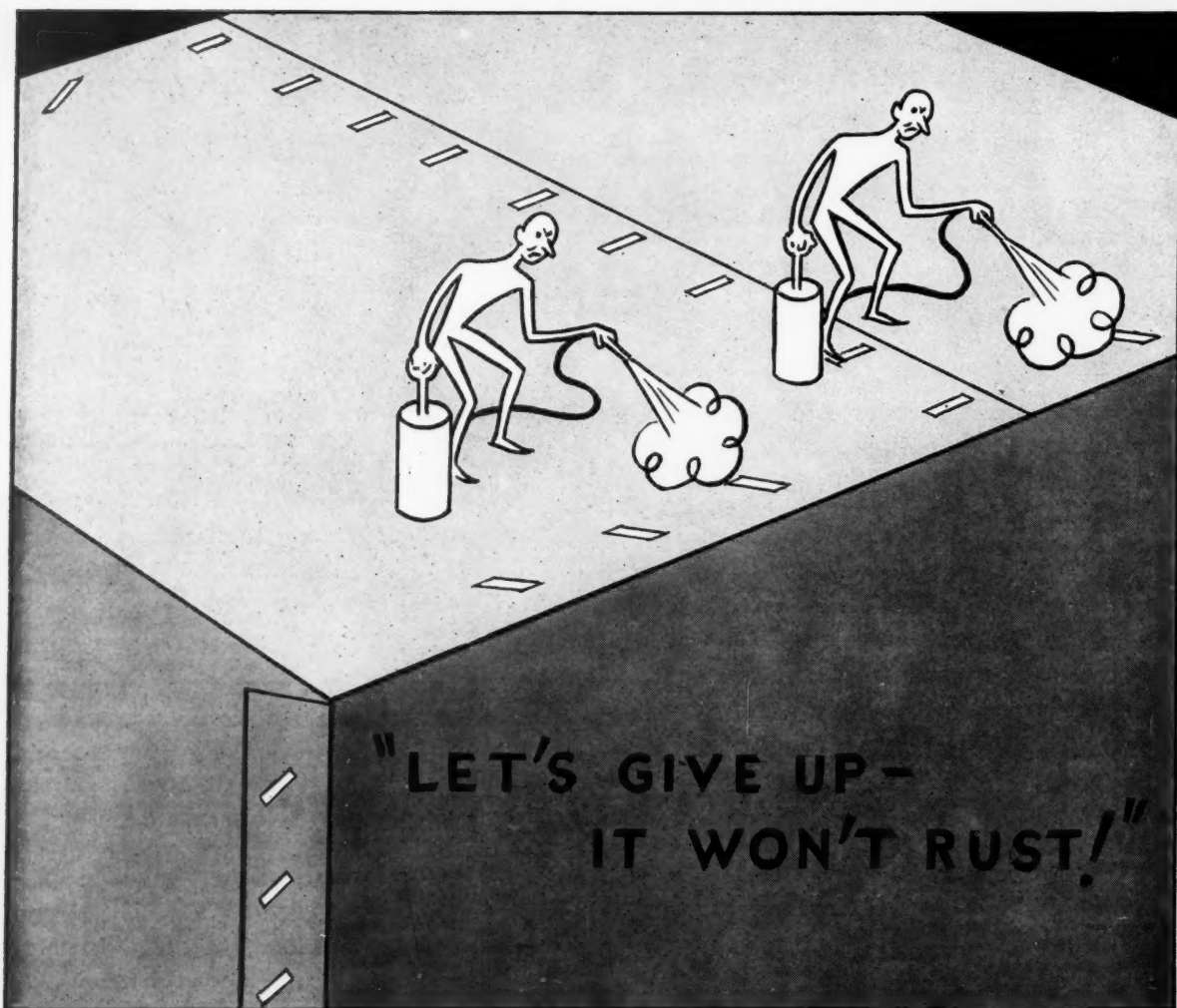


SALEM GLASS WORKS  
SALEM, N. J.

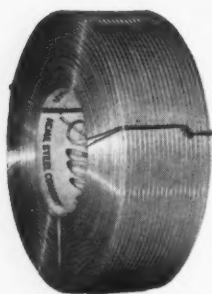


OCTOBER, 1935

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# GALVANIZED ACME *Silverstitch* RESISTS RUST STAINS



Perfect—in temper,  
finish, winding.

Between the clean appearance of your shipping cases and the blemishes of rust—put Acme Silverstitch on guard. The galvanized finish is a powerful barrier against moisture and rust.

Use Silverstitch stitching wire and insure clean shipping cases. Eliminate the need for protective linings for inner packages. Use Silverstitch and insure more stitching work per day—faster stitching—stronger stitching.

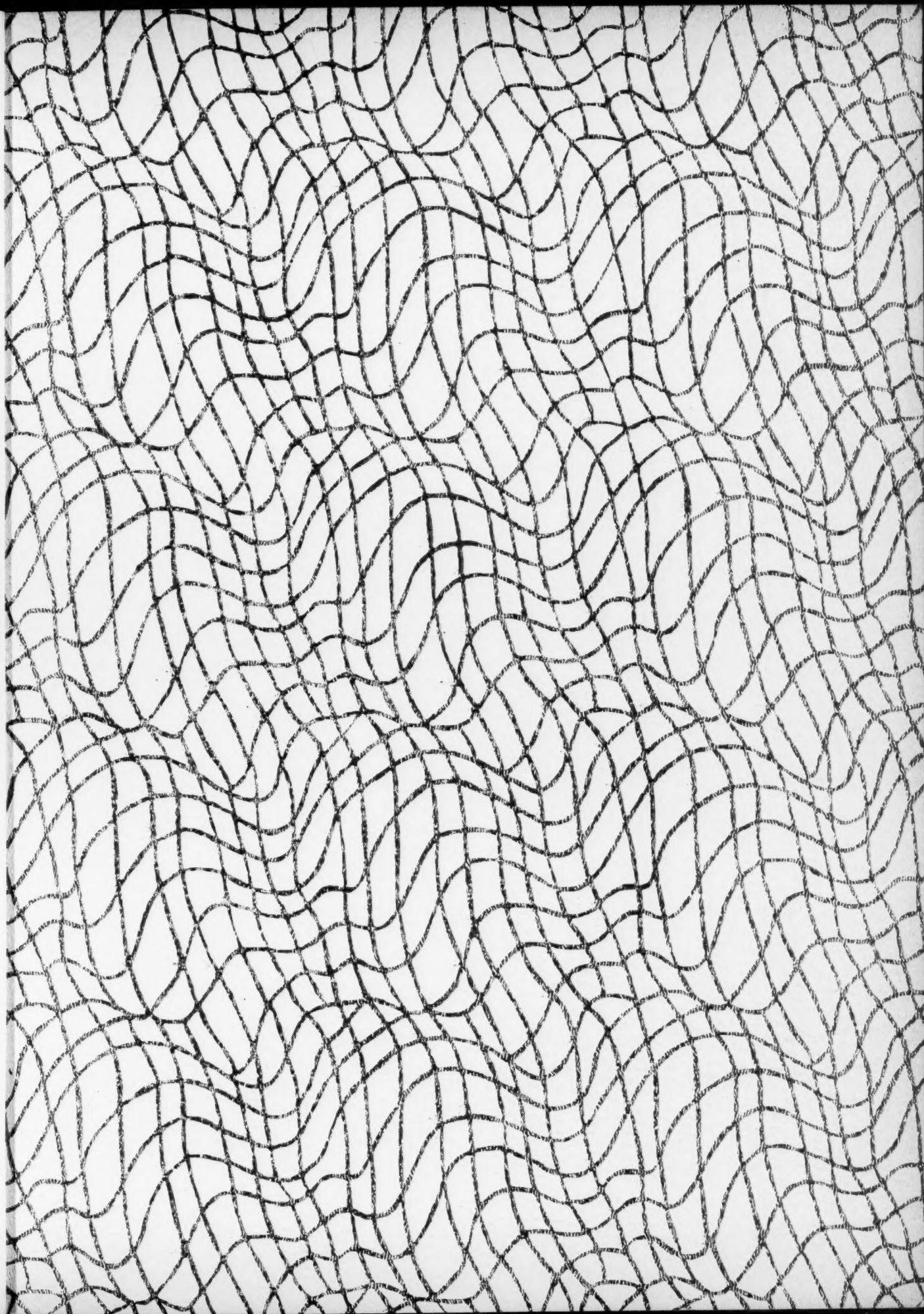
Acme Silverstitch is the favorite of most leading shippers. Get a free sample coil for testing purposes. Just tell us the size you use.

## ACME STEEL COMPANY

GENERAL OFFICES: 2843 ARCHER AVENUE, CHICAGO  
Branches and Sales Offices in Principal Cities

STITCHING WIRE GIVES STRONGEST, SUREST JOINTS IN CORRUGATED AND SOLID FIBRE BOXES





# SILVER-RAY

## 522-3

Here is a Silver print that gleams in all lights. Its attractive qualities surpass anything of its kind on the market. Hampden has developed after long research, a box paper that has exceptional merit -- it is called SILVER-RAY. It may be had in different patterns, but sample sheets are now ready in pattern 522-3 illustrated by this insert, in several different colors.

HAMPDEN GLAZED PAPER AND CARD COMPANY  
Holyoke, Massachusetts



# The 1935 ALL-AMERICA



AND WHAT IT MEANS TO YOU . .

..... YOUR OPPORTUNITY

to **WIN**  
**PRESTIGE**  
**PROGRESS**  
and  
**PUBLICITY**

**SCORE BIG GAINS BY  
BEING REPRESENTED HERE**



Sparkling with new ideas, the entries in each annual All-America are a veritable pageant of progress. . . in packaging design, construction and production methods. In creating consumer appeal, in stimulating sales, in boosting profits.

All businesses that do packaging of any kind benefit by entering this competition. There is no entry fee, no obligation of any kind! Simply write us for entry blanks and submit your entries. They will get a comparative appraisal that will be worth much to you, regardless of awards won or not.

### ONE BIG ANNUAL OPPORTUNITY

The All-America is the one annual opportunity to visualize all packages from a comparative standpoint. Here they pour in from all over the country, all grouped at one time and place, making possible a consideration of underlying principles which can be basically applied to every line of packaging endeavor.

All selections are made by unprejudiced authorities. Each judge represents a group which in its entirety includes every possible influence pertaining to the selection of packages. For example, one represents the consumer group, another the advertising group, others represent direct sales, production, materials, machinery, merchandising, costs, etc.

Thus your entries in the All-America are bound to keep your packages attuned to the latest and best developments in this field as well as opening flood-gates of priceless publicity.

**THE 1935**

**ALL AMERICA**

**PACKAGING COMPETITION**



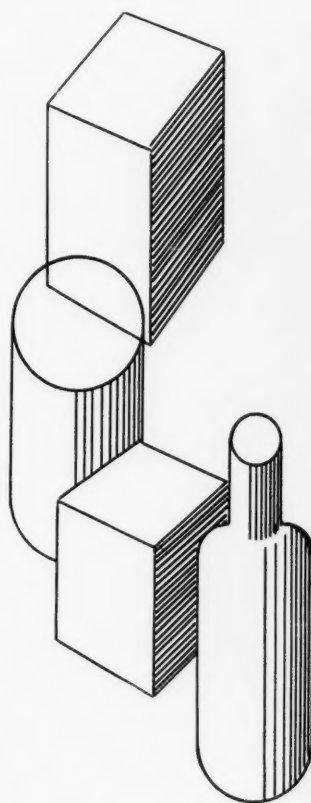
NO ENTRY FEE — NO OBLIGATION OF ANY KIND

## ... ENTER YOUR PACKAGES NOW—

While entries will be accepted until January 4, 1936, prompt action is mutually beneficial to avoid the closing rush. Any number of different packages may be submitted to the Competition. Detailed information regarding classification, groups, judges and awards will be furnished upon request.

Judging takes place immediately after the close of the Competition and the awards will be made in March, 1936, concurrent with the Sixth Annual Packaging Conference and Exhibition.

The entire Competition is conducted on a grand scale—thousands of entries, fourteen main divisions with suitable awards in each, six unbiased judges representing various packaging elements. Then wide publicity through MODERN PACKAGING and its own promotional program, plus other magazines, newspapers and trade publications the world over. Lastly, traveling exhibits are sent out to be seen and studied by advertising and sales groups all over America and leading foreign countries.



## THE 1935 ALL-AMERICA PACKAGE COMPETITION

SPONSORED BY MODERN PACKAGING  
425 FOURTH AVE., NEW YORK

# NITROCELLULOSE LACQUER

## *Resists Scuffing and Chafing*

A package travels a long road before it reaches the spot where consumers make their decision to buy or not to buy. Will your package appear factory fresh; or will the design, the colors, the surfaces be dulled; will it be scratched by scuffing and chafing? The best protection against packing and shipping damage; against scratches from unpacking and shelving; and against the scuffing and chafing, which come from customer-handling over counters and from displays, is a lacquer coating. It makes sales easier, keeps your package design fresh, and cuts down repackaging. On magazine covers, menus, and other paper surfaces exposed to handling and soilage, specify a lacquer coating or use pyroxylin-coated box papers.

**NOTE:** This advertisement is coated with a lacquer coating containing Hercules Nitrocellulose. Nitrocellulose lacquer (often called pyroxylin coating) is a superior covering for paper and paperboard. It is applied by a simple coating machine; ordinary printing press methods cannot be used. Note the scuffing on the right edge of this sheet—on the strip not lacquered.



**HERCULES POWDER COMPANY**  
INCORPORATED

WILMINGTON • DELAWARE



I AM INTERESTED IN NITROCELLULOSE LACQUER FOR USE

ON \_\_\_\_\_

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

FFF-6





# Thousands of People see your Shipping Case in transit

**Make it help build sales for you.** Concora shipping cases, strikingly printed, form traveling advertisements that impress your product and company name on thousands of people. • In freight stations, in trains and trucks, in warehouses and stores, in countless places Concora shipping cases help build sales for you. • Concora printing shows clearly on Concora cases because the cylinder-formed linerboard has a smooth, hard surface. • Concora cases protect your inside packages or cans against damage—get them to the market in flawless condition. • Concora shipping cases of solid fibre or corrugated board, are maximum sales help for your product in transit.



## CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 W. WASHINGTON ST., CHICAGO, ILL. • MILLS, FACTORIES, SALES OFFICES AT STRATEGIC LOCATIONS



## BEAUTY and APPEAL GO HAND in HAND

**T**HIS is an age of fashions—in garments, in motor cars, and packages. Beauty reigns, and the sales prizes go to those who catch the public fancy by eye-appeal.

Today, a worthy product dressed in a striking package is bound to go places. Kimble Glass Vials—with their lustrous crystal walls, their colorful caps, their light weight and their pocket-convenience—march in the front ranks of modern, well-groomed packages that haven't time to linger on the counter or shelf. They make friends promptly—and have instant sales appeal for discriminating shoppers who want to SEE what they are buying.

Among the nationally known and advertised products packaged in Kimble Vials are drugs and cosmetics, perfumes, nose and throat drops, antiseptics, proprietary medicines, and hundreds of other items—in powder, capsule, liquid or tablet form. There are Kimble Vials for Droppers, Applicators, Shaker Tops, Goldy Seals, Slip Caps, Metal and Bakelite Screw Caps. Special designs to fit special requirements.

It usually pays big dividends in sales returns to consult Kimble first on your packaging problems.



**KIMBLE GLASS COMPANY . . . VINELAND, N. J.**

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON



*Take a tip—*

## FROM THE CONSUMER

The overwhelming quantity of EXCELL-O RIBBONS purchased by the consumer each year is convincing evidence of the popularity and acceptance of this magnificent decorative tying material. The consumer is using more and more EXCELL-O RIBBONS each year for personal gift package decoration. It is a pretty safe bet that what the consumer accepts for their personal packages will also be sought after in commercial packages.

Your packages for the Holiday trade will move faster when tied with EXCELL-O RIBBONS because the consumer likes the sparkling, lustrous, "gift" appearance that EXCELL-O adds to the package.

EXCELL-O is strong, attractive, easy to tie and economical to use. Write today for complete information and sample yardage.

7/16"  
Coinedge  
Lynntex

1/2"  
Scotty

1/2"  
Bell & Bow

1/2"  
Solid  
Silver

3/4"  
2 Color  
Poinsettia

3/4"  
Old  
Fashioned

3/4"  
Candle &  
Berry

3/4"  
Lantern

**EXCELL-O**  
REG. U.S. PATENT OFFICE  
**RIBBON**  
LICENSED UNDER U. S. PATENT NO. 1,406,148

Made of  
**Cellophane**  
TRADE MARK

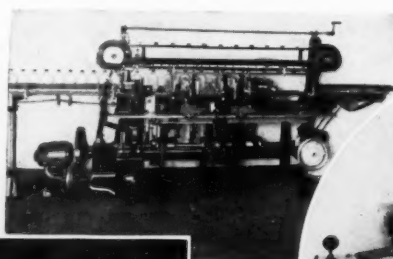
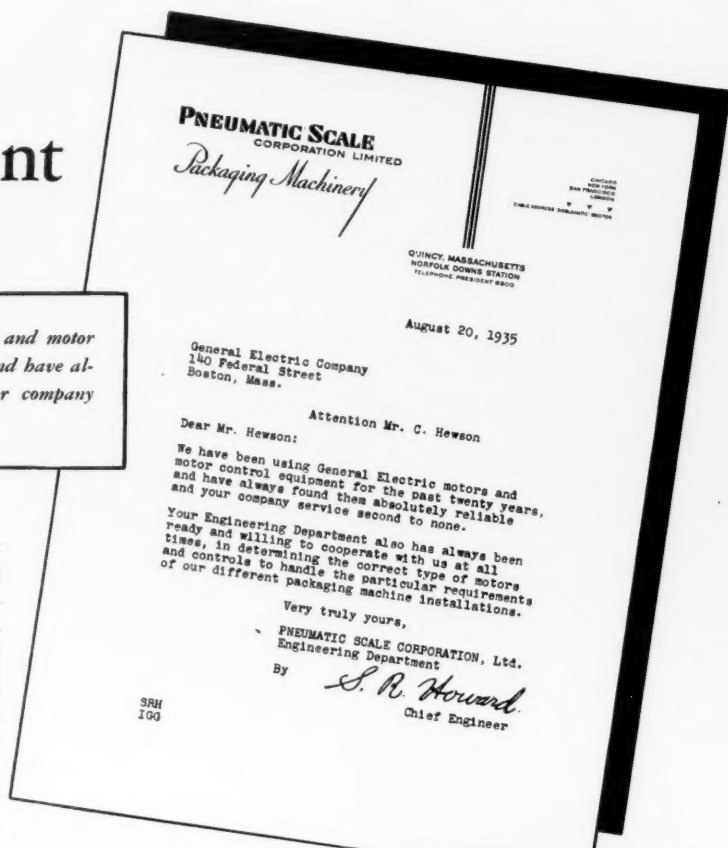
**FREYDBERG BROS., Inc.**

45 WEST 18TH STREET, NEW YORK CITY

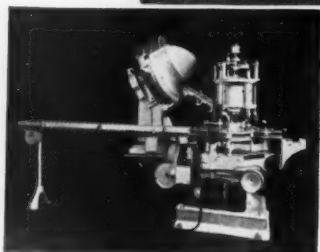
# After 20 Years of Experience with G-E Equipment

*"We have been using General Electric motors and motor control equipment for the past twenty years, and have always found them absolutely reliable and your company service second to none."*

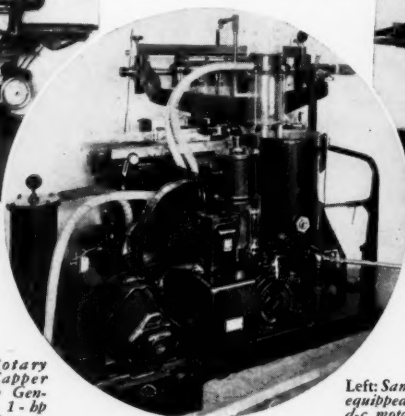
**T**O ASSURE you prompt, efficient service—whether your problem is selecting the right electric equipment for a particular installation, or a matter of replacement—General Electric maintains a country-wide network of sales offices, warehouses, and service shops. In addition, the acknowledged engineering ability of General Electric and its reputation in the electrical manufacturing industry are your assurance of long life, high quality, and low operating cost of electric equipment for your machines. General Electric Company, Schenectady, New York.



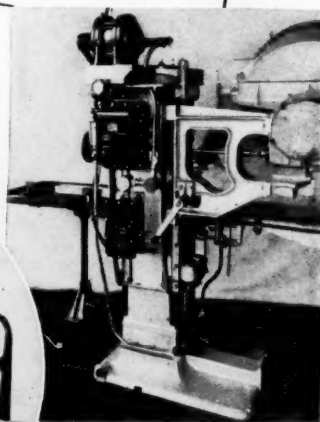
Left: Simplex Front and Back Labeler equipped with General Electric 3/4-hp motor, CR4065 starter, and push-button station



Left: Pneu-Rotary Automatic Capper equipped with General Electric 1-hp motor, CR7006 magnetic switch, and push-button station



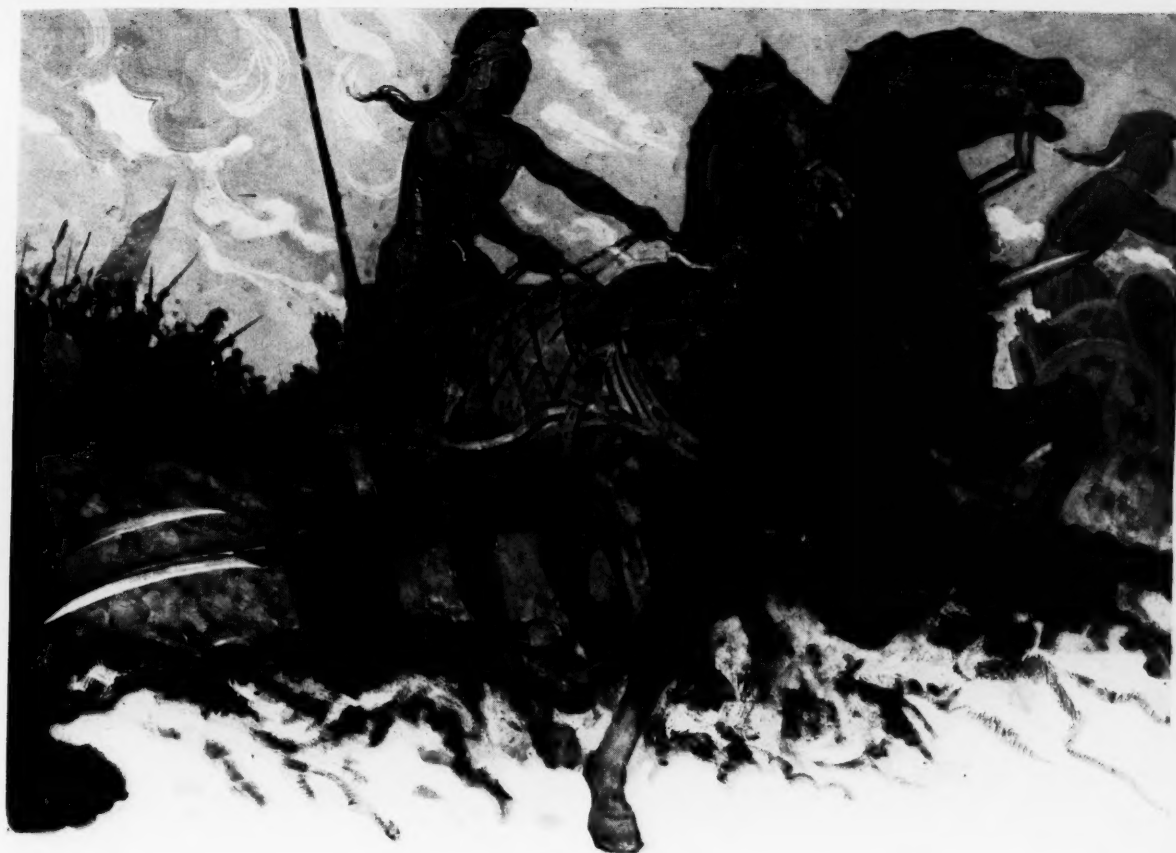
Left: Samco Vacuum Cleaner and Filler equipped with General Electric 3-hp, d-c motor, CR4065 starter, and push-button station



Single Head Automatic Capper equipped with General Electric 3/4-hp, explosion-proof motor and explosion-proof control

## GENERAL ELECTRIC





It was an old Greek custom but • today  
 "NATIONAL" Containers cut a wide path  
 thru to greater SALES • sweep forward  
 against product competition • overcome  
 selling resistance!

Modernize YOUR package • give YOUR  
 product shelf appeal • speed it on to wider  
 acceptance with the driving force of smart  
 design.

Cutting thru to GREATER SALES is an old  
 "NATIONAL" custom!

# <UTTING THRU

... WITH THEIR  
 <HARIOT KNIVES!

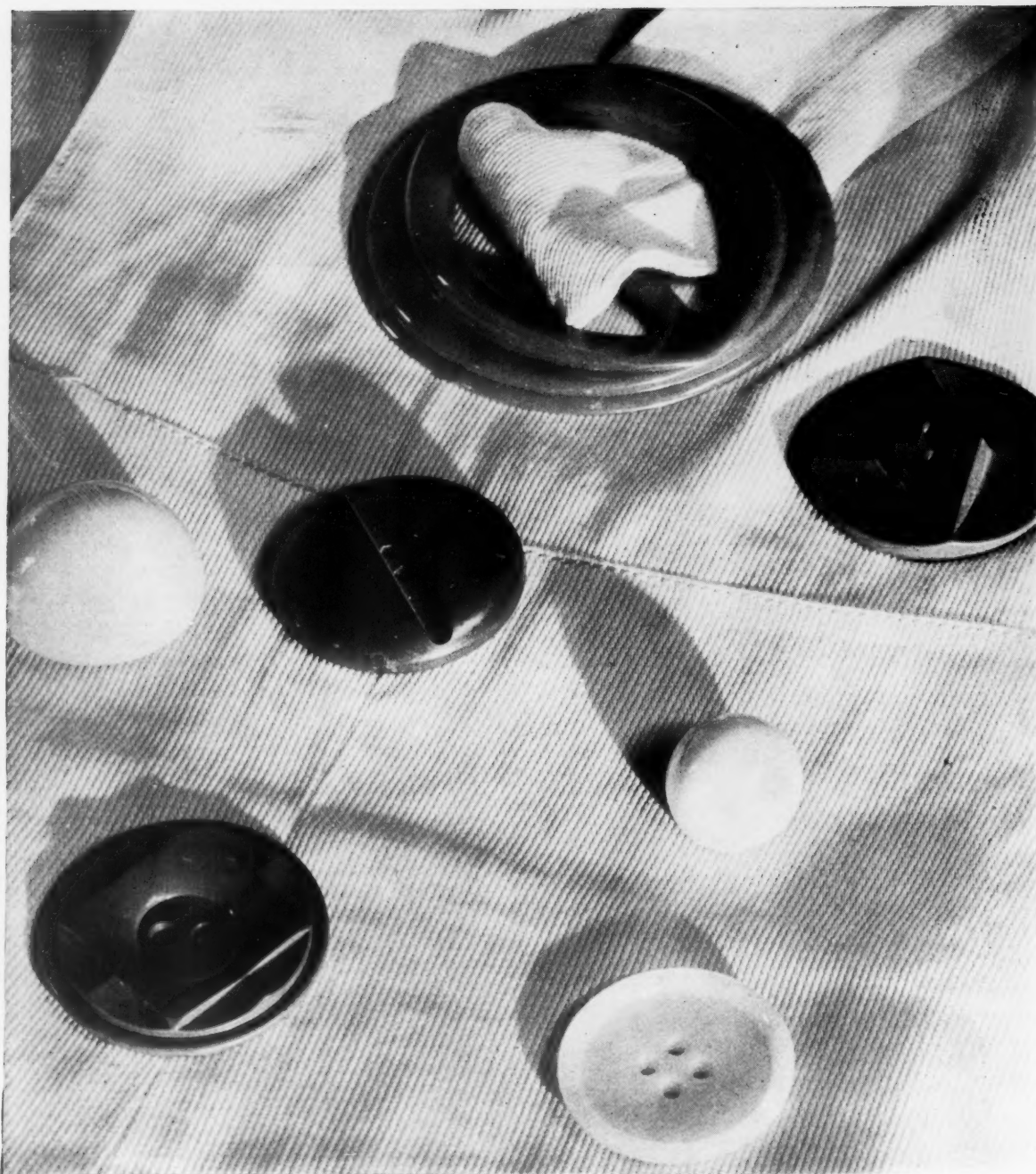


## **NATIONAL CAN COMPANY • 'Inc.'**

FOR OVER A QUARTER CENTURY • KNOWN AS METAL PACKAGE CORPORATION  
 EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK

**One of America's Largest Canmakers**

SALES OFFICES AND PLANTS • NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO • BOSTON • DETROIT • NEW ORLEANS  
 FISCHER CAN COMPANY DIVISION • HAMILTON • OHIO



# Molded of **RESINOX**

**There is a Resinox molding material for every molding need. Ask your molder for detailed information, or write Resinox Corporation, 230 Park Avenue, New York, N.Y.**



## WILL HOLIDAY WINE AND LIQUOR BUYERS reach for YOUR PACKAGE?

ARE you sure that your Holiday liquor package is so truly attractive that the consumer will reach first and most naturally for yours? Does design, color and shape give a pleasing foretaste of the fine contents of your package? Does it invite preferred display in the dealers' stores? Does it suggest its desirability as a pleasing gift? ★

Now is a good time to be asking yourself these questions. Also it is a good time to let us do the thinking necessary for the right and profitable answers to these questions. Our long experience in creating attractive clay coated cartons for national packaging leaders will be of material aid to you. New or established brand, our package counsel and design cooperation is yours to command without obligation on your part. ★

For greatest printability and utmost rigidity in  
your cartons, specify A.C.M. Clay Coated Board

### AMERICAN COATING MILLS, INC.

CARTON DIVISION

NEW YORK  
22 EAST 40th STREET

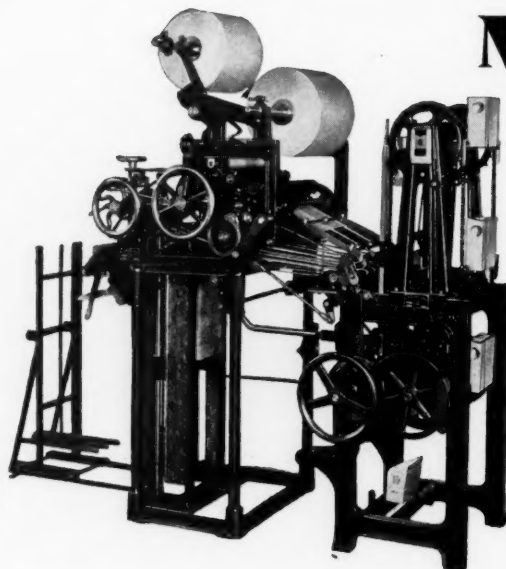
ELKHART, INDIANA

CHICAGO  
WRIGLEY BUILDING

# SAVE TIME

# SAVE SPACE

# SAVE MONEY



Peters Senior Forming & Lining Machine with Automatic Carton & Liner Feed

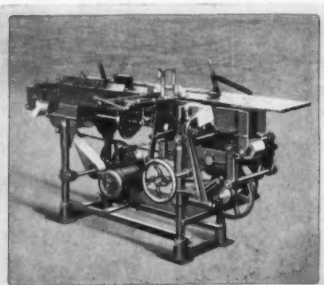
## . . . FORMING and CLOSING CARTONS

Peters Forming and Lining Machines and Peters Folding and Closing Machines automatically form and line, fold and close carton shells, at speeds ranging upward from 1800 to 4200 per hour, depending upon the size of the carton. They do a far better job than any that can be done by hand, do the work of from five to seven operators, save—as proved by actual plant records—as high as seven thousand dollars annually for a single installation.

Because of their outstanding advantages—small

space productivity, low labor cost, low investment, high speed and quality of production—they have been adopted by plant after plant. Wherever they have been installed, they have met with uniform success in cutting costs and increasing output.

Investigate these unusual machines. Let Peters engineers show you how these, or their smaller companion machines can save you money, time and space. No obligation. Write our Chicago office.



Peters Senior Folding & Closing Machine

UP TO TWENTY OR MORE YEARS OF MONEY SAVING SERVICE IN THESE AND OTHER PLANTS.

Armour & Company  
Beatrice Creamery Co.  
Borden Company  
Beech-Nut Packing Co.  
Cudahy Packing Company  
Fontana Food Products Co.

Hills Brothers Co.  
Geo. A. Hormel & Co.  
Johnson Educator Food Co.  
Robert A. Johnston Co.  
Kraft-Phenix Cheese Co.  
Loose-Wiles Biscuit Co.

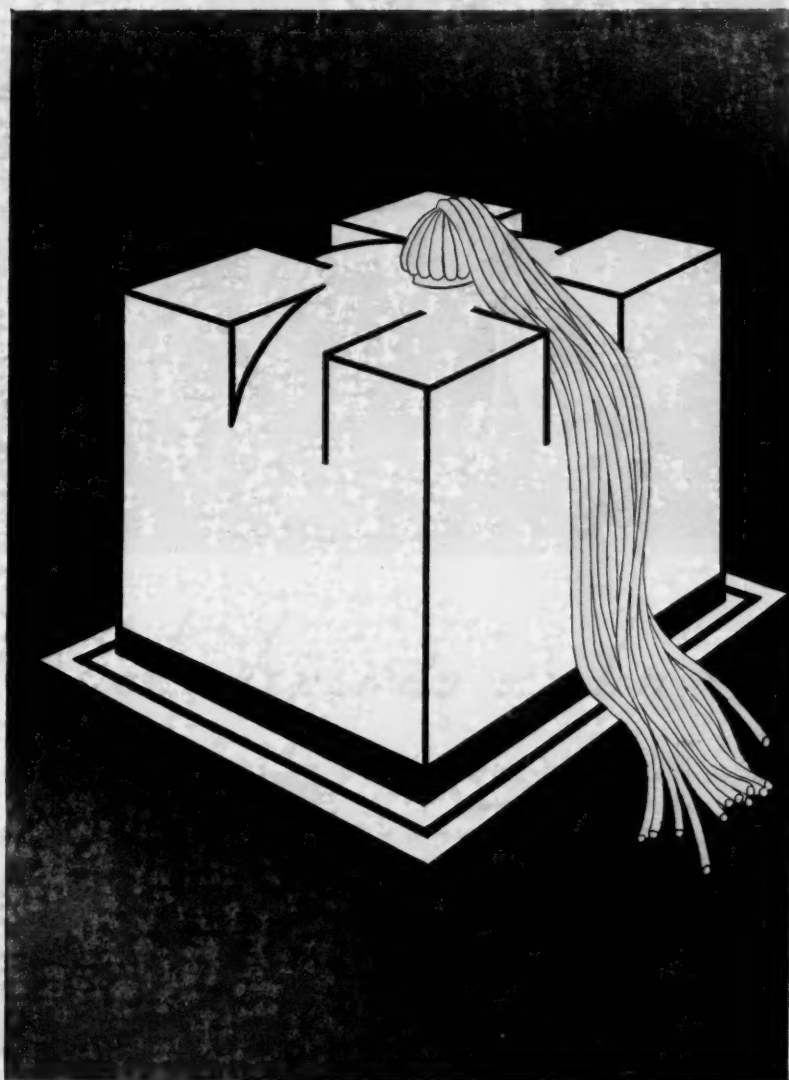
Lorillard Co., Inc.  
National Biscuit Co.  
Pabst Corporation  
Rath Packing Co.  
United Biscuit Co.  
Ward Baking Co.



**PETERS MACHINERY COMPANY**  
General Office and Factory 4700 RAVENSWOOD AVE.  
**CHICAGO, U.S.A.**



# NEBULON



## *Nebulon*

Is the newest of Riegel's Crystallon papers, specially created for use as a box covering material. It combines the protection of a lacquer coating with an unusual decorative effect. Nebulon is alkali-proof, water-proof and moisture-proof to a high degree. It may be printed with either offset or letterpress and will take up to 133 line screen. Lacquer-coated papers for set-up boxes are enjoying increasing popularity due to their attractive appearance, excellent printing surface and natural protective qualities. Nebulon offers a color range specially adapted to box use and is a distinctive addition to the field. Our complete sample book will be sent on request. Write to

RIEGEL PAPER CORPORATION  
342 Madison Ave., N. Y.

This is a sample of Riegel's Nebulon — Green.







*Much depends on knowing how*



**CCS MASON CAPS**

*The leader by a wide margin*

UNDERTAKINGS that baffle the inexperienced are performed with ease by the expert. For the expert has the thorough mastery, born of study, skill and experience.

CCS has always specialized in sealing glass containers. The outstanding efficiency and dependability of CCS Closures result from a thorough knowledge of sealing problems and how to overcome them.

You can safely entrust your product to the protection of CCS Caps. The specialized experience of almost half a century is your assurance of a better seal.

SCREW CAPS  
VACUUM CAPS

LUG CAPS  
V. P. O. CAPS

CROWNS  
MASON CAPS

DOUBLE SHELL CAPS  
CAPPING MACHINERY

**CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.**

*World's Largest Makers of Closures for Glass Containers*

OCTOBER, 1935

21



Oval, Oblong, Square and Round,  
Spiral convoluted wound;  
Or what your needs may be in cans,  
They all will fit in R. C. plans.

When you've had cans that wouldn't do,  
You've looked a large assortment through;  
It's then when you will understand,  
The value of an R. C. Can.

It matters not how good you are,  
In buying cans at below par;  
The very best that you can get,  
Is honest value every step.

The fact remains that price alone,  
For lesser service can't atone;  
The higher cost will be retrieved,  
Where honest value is received.

You'll find that cans made by R. C.  
Are built as good as they can be;  
And not to meet a certain price,  
To do those things that aren't nice.

To get real cans and service too,  
This tip will be a help to you;  
Don't waste your time to scheme and plan  
Just 'phone or write the R. C. Can.

# R. C. CAN COMPANY

MAIN OFFICE AND FACTORY  
121 CHAMBERS ST., ST. LOUIS, MO.

BRANCH FACTORIES  
2809 E. 14TH ST., KANSAS CITY, MO.  
RITTMAN, OHIO

SALES OFFICES: Saint Louis, Rittman, Ohio, Kansas City, Atlanta, Dallas, Detroit, Fort Worth, Houston, Louisville, Memphis,  
Milwaukee, Minneapolis, New Orleans, Omaha, Pittsburgh





**PROTECTOID** affords  
fullest transparency with  
greatest protection . . .

Unusual display values come from the use of folding boxes with Protectoid windows. For all kinds of carton and set-up box windows, Protectoid offers many real advantages. The three samples above represent only a few.

First and foremost, the 100% transpar-

**PROTECTOID**

Trade Mark Reg. U. S. Pat. Off.

is a Product  
of

**CELLULOID**

CORPORATION

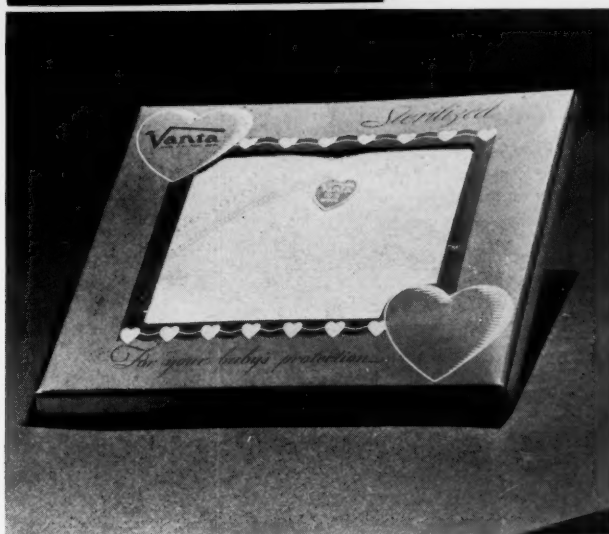
ESTABLISHED 1872  
10 E. 40th St., NEW YORK

from  
**FRUITS**  
TO  
**FLANNELS**

**FOR FRUITS**—dried or fresh—Protectoid has no food value for vermin, mold spores, saw-tooth beetles and other forms of infestation. Proof against moisture and condensation.

**FOR DRUG STORE ITEMS**—from foot-pads to cosmetics—Protectoid does not expand, shrink or dry out, may be pasted or heat-sealed without warping or wrinkling.

**FOR CLOTHING**—shirts, underwear, hosiery, etc.—Protectoid windows enhance the appearance of the merchandise and do not distort the shape of the box or carton.



ency of Protectoid means 100% visibility. That helps sales and profits.

Next, Protectoid has remarkable stability in all kinds of climatic conditions and can be positively cemented to box-board without buckling, warping or wrinkling. That improves the appearance of every window box. (We have a special rigid type of Protectoid where unusual stiffness is needed.)

Then there are all the material advantages of Protectoid—no grain, water-proof, velvet smooth, crystal clear, does not age. Proof against grease, vermin, rodents.

WRITE FOR SAMPLES AND INFORMATION

OCTOBER, 1934

23



THE customer's first impression of your product is gained from the package. The package has a definite selling job. The more "eye appeal" it has, the more buyers will be attracted . . . and the more dollars they will exchange for your merchandise. • Without obligation, we shall be glad to submit original ideas for your next carton.

# INTERNATIONAL

FOLDING PAPER BOX COMPANY, INC.  
 921 Thirty-eighth Street, No. Bergen, N. J.  
 PALisades 6-5700

# Holiday Packaging



Enhance the Character and Charm of your Holiday  
and Everyday Packages by wrapping them in

## SYLPHRAP — "Quality's Best Attire"

(Reg. U. S. Pat. Off.)

Elegance is the keynote to the strikingly beautiful color effects obtainable through the use of this brilliant, transparent wrap — ever new, and increasing in popularity.

SYLPHRAP is obtainable in sheets and rolls, plain and printed, in bags and envelopes, also ribbons and twisted cords, in plain white and in many brilliant colors.

Keep pace with progressive packaging by using SYLPHRAP — successful sales will follow.

### SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 199 East 42nd Street, New York

Works: Fredericksburg

#### BRANCH SALES OFFICES

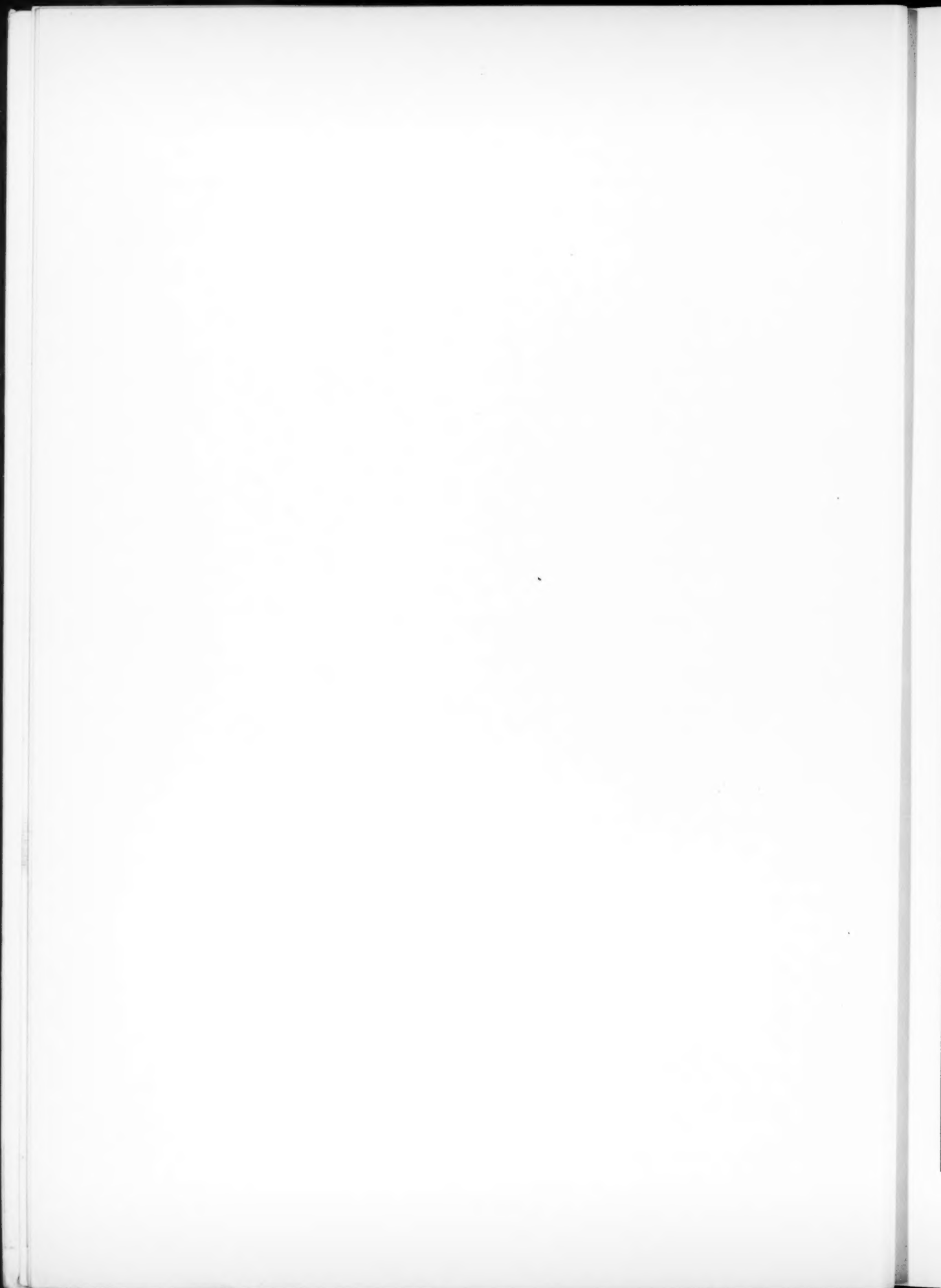
120 Marietta Street • Atlanta, Ga.  
201 Devonshire Street • Boston, Mass.  
427 W. Randolph Street • Chicago, Ill.  
260 S. Broad Street • Philadelphia, Pa.



#### PACIFIC COAST

BLAKE, MOFFITT & TOWNE

Offices and Warehouses  
in Principal Cities



**This dealer isn't merchandising this product . . . It's merchandising itself!**



To this dealer, "merchandising" is just a big bothersome word in manufacturers' broadsides. Ten, fifteen, twenty times a day, perhaps, he's told to "Merchandise this", "Merchandise that", "Merchandise the other. . ."

If you had a one-minute talk with him—and a thousand more like him—he'd say, "Listen, I've got 2,000 items in this store. If you want me to push your line, you've got to give me some *real* help."

That's why this Lucas brush display makes sense. The dealer doesn't have to do anything but unwrap it and put it on the counter. He doesn't even have to "sell". *It* does the selling. .

Canco men are specialists in creating displays that make products do their own merchandising—*do their own selling*. Why not consult our Merchandising Specialties Division about *your* product.

**AMERICAN CAN COMPANY**  
MERCHANDISING SPECIALTIES DIVISION  
*Metal* **DISPLAYS**

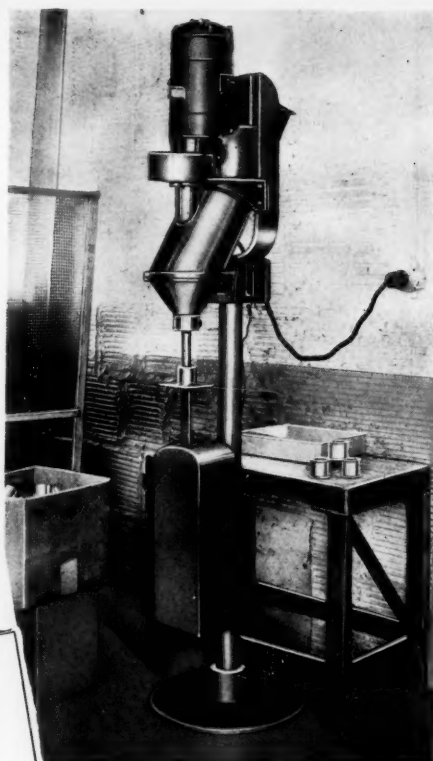


## "ONE MAN TAKES CARE OF OUR STOCK REQUIREMENTS WHERE 3 OR 4 WERE NECESSARY"

That's what Mr. T. H. Allen, Superintendent of Armstrong Paint and Varnish Works, tells us about our PACKOMATIC Auger Packer, which they recently installed in their Chicago plant.

The machine is successfully handling putty, furnace cement, linoleum cement, crack and crevice filler, wood pack and glazing cement. These products are filled into cans ranging in size from one-fiftieth of a gallon to full pints.

The same type machine is also especially suited for the handling of practically all types of non-free-flowing powdered products that require force feeding and packing. These include all ground spices, drug and pharmaceutical powders, flours, chemical and insecticide powders, tooth and dental powders, and similar items.



Installation Packomatic Auger Packer-Armstrong Paint and Varnish Works Chicago, Ill.

This machine is simple in design, easy to operate, and rapidly cleaned when changing from one product to another. The instantaneous cut-off insures accuracy in weights. A practical machine for a wide variety of products and container sizes, and the investment required is comparatively small.

A PACKOMATIC engineer will call upon you without obligation. Write-Wire-or Phone.

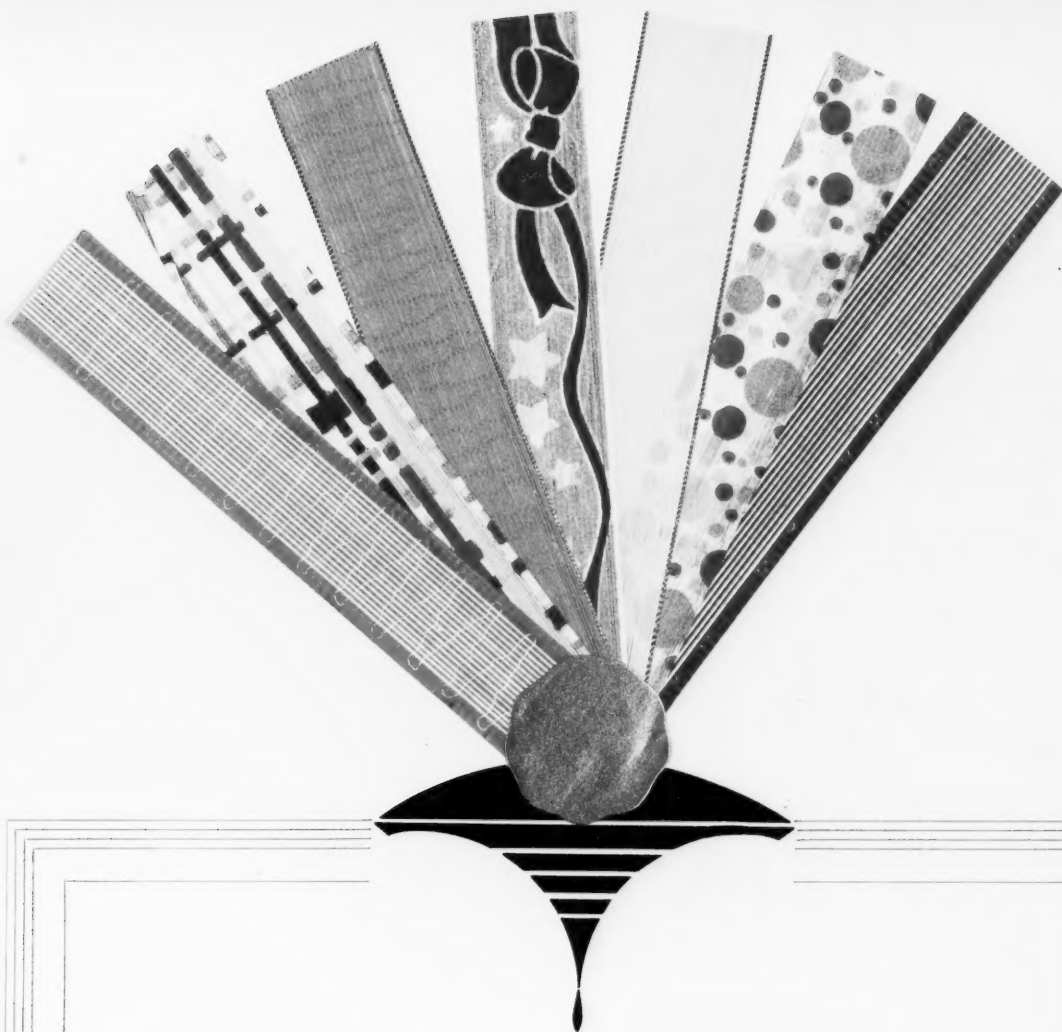


—BRANCH OFFICES—  
20 E. Jackson Blvd.  
CHICAGO, ILL.  
11 W. 42nd St.  
NEW YORK CITY  
17551 Daleview Ave.  
CLEVELAND, OHIO  
430 Howard St.  
SAN FRANCISCO, CAL.

# PACKOMATIC

## PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS



RIBBONETTE adds charm, distinction, importance to any package. Available from stock in hundreds of color combinations and designs or *made to order* to match your boxes, wrappers, labels. Let RIBBONETTE "spotlight" your product. Send us your package and let us return it to you with a suitable RIBBONETTE. No obligation. Just write.

RIBBONETTE DIVISION  
**CHICAGO PRINTED STRING CO.**

2319 LOGAN BLVD., CHICAGO, ILL. • 55 W. 42ND ST., NEW YORK

# IT'S A SUN TUBE!



**T**HE VALVOLINE OIL COMPANY decided to open up new markets for its Petroleum Jelly by distributing this product in consumer packages. So Valvoline adopted a simple, modern design, a striking white cap—and Sun Tubes.

## SUN TUBE CORPORATION • HILLSIDE, N. J.

CHICAGO, ILL.	DETROIT, MICH.	CINCINNATI, OHIO	ST. PAUL, MINN.	LOS ANGELES, CALIF.
Harry Holland & Son, Inc.	Harry Holland & Son, Inc.	R. B. Busch	Alexander Seymour	Package Associates
400 W. Madison St.	1941 W. Fort St.	100 So. Ohio Bank Bldg.	1745 University Ave.	900 East 31st St.

A

!

J.  
CALIF.  
ates  
St.



SMART COLORFUL MODERN



MARYLAND

Blue

BOTTLES



THAT'S IT  
IN THE BLUE BOTTLE

- ✓ **COLOR** makes your product Easy to See.
- ✓ **COLOR** makes your product Easy to Remember.
- ✓ **COLOR** inspires confidence in the Quality of your product.
- ✓ **COLOR** helps to insure Repeat Sales.
- ✓ **COLOR** gives your product a Distinctive Appearance.
- ✓ **COLOR** insures Better Display—on the counter—in store windows.
- ✓ **COLOR** makes your product Smart—Modern.
- ✓ **COLOR** constantly Advertises your product in the home.

## COLOR DRESSES UP YOUR PRODUCT

—gives it many sales and advertising advantages

IN THESE DAYS OF NEW PRODUCTS and strong competition you must give serious consideration to the sales and merchandising features of your product. Naturally you want it to have every possible advantage. And that is why we urge you to check the column at the left—see the added features of Blue Bottles—read how they will help your product sell. • And don't forget that retailers favor Maryland Blue Bottles for their smart, colorful appearance—for their demonstrated value in making up attractive window and counter displays. Which helps to explain the sales success that many famous products packed in Maryland Blue now enjoy.

WE'LL be glad to send you samples so you can see just how your product will look in Maryland Blue. In requesting samples, please tell us the nature of your product and the capacities in which it is packed. Mary-

land Glass Corporation, Baltimore, Maryland. New York Representative: 270 Broadway, New York City. Pacific Coast Representative: Owens-Illinois Pacific Coast Company, San Francisco.



MARYLAND

Blue

BOTTLES

Maryland Green Tint and Flint Bottles are of the same high quality as Maryland Blue



**Ridgelo**  
CLAY COATED

FOLDING  
BOXBOARD

CLAY COATED BOARD

MAKES A FINER CARTON

• A cold treatment, a mouth wash, a skin cream and many similar products are now doing battle with buyer preferences. The manufacturers winning in this market are identical with those using the smoothest, brightest, most eye-filling packages. One sure way to obtain these better folding cartons is to specify RIDGELO Clay Coated Boxboard. If you want to see what we mean, compare proofs on RIDGELO. Need samples? Just write direct or ask your boxmaker.

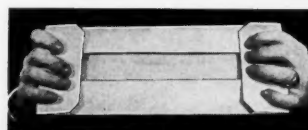
**MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY**

RIDGELO — "THE BEST KNOWN NAME IN BOXBOARD"

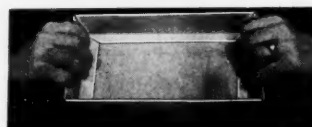
Representatives: W. P. Bennett & Son, Toronto • A. E. Kellogg, St. Louis • MacSim Bar Paper Co., Chicago  
Pacific Coast Distributors: Blake, Moffitt & Towne • Zellerbach Paper Co.

# SIMPLEX

*"The Solution to the Set-Up-Box-Problem"*



Knocked down

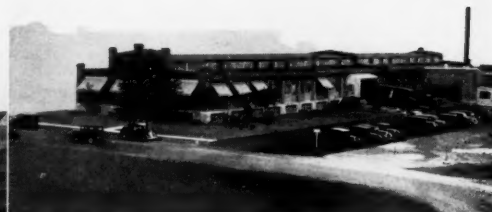


Set up

HERE IS THE BOX!



Plant at Lititz, Pa.



Plant and Home Office, Lancaster, Pa.

HERE ARE THE PLANTS  
WHERE SIMPLEX BOXES ARE MADE

SIMPLEX boxes will save TIME, MONEY and FLOOR SPACE.

We will welcome your demands for details.

SIMPLEX PAPER BOX CORPORATION  
Lancaster, Penna., U. S. A.

Our Licensees are operating throughout the United States and Canada

2"

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LOOK CLOSELY  
AT OUR LABELS



CAMEO  
Die Cutting & Engraving Co.  
154 W. 14th Street  
New York



# AMERICA'S FINEST



West Point leads as builder of men

Standard-Knapp case Sealers lead their field

## STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 33rd Street  
LONG ISLAND CITY, N. Y.

208 W. Washington Street  
CHICAGO

1001 Society for Sav. Bldg.  
CLEVELAND

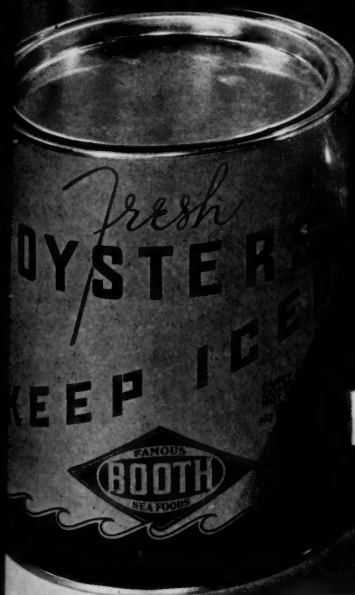
909 Western Ave.  
SEATTLE

420 S. San Pedro St.  
LOS ANGELES

189 Second Street  
SAN FRANCISCO

Windsor House, Victoria St.  
LONDON, ENGLAND

BEAUTIFUL—but that's not all! These outstanding packages typify more than the fine character of Continental workmanship. They represent the combined thinking of men well versed in "packaging to sell". In the creation of tin containers of every description, Continental renders a complete packaging service to manufacturers.



CONTINENTAL CAN COMPANY

NEW YORK • CHICAGO • SAN FRANCISCO





## THE SILVER BOXES

are *Varnished* . . . and the bright blue, red, silver and white of these new packages for National Carbon Company, Inc., will remain as they were printed—smudgeproof and brilliant. Precise, too, in workmanship, these “Masterlite” folding boxes show the practical result of Mr. Arthur S. Allen’s technique in design, carried out by Warnercraft construction.

**WARNER-CRAFT**  
THE FINEST WORD IN PACKAGING

•  
. . . . . EVEREADY BOXES  
DESIGNED FOR NATIONAL  
CARBON CO., INC., BY SID-  
NEY BAGSHAW OF ARTHUR  
S. ALLEN ASSOCIATES



## THE WARNER BROTHERS COMPANY

BRIDGEPORT • CONNECTICUT  
200 MADISON AVENUE, NEW YORK, ASHland 4-1195

FOLDING BOXES  
SET-UP BOXES  
DESIGNING SERVICE

OCTOBER, 1935

33



# full-dome, no-knurl



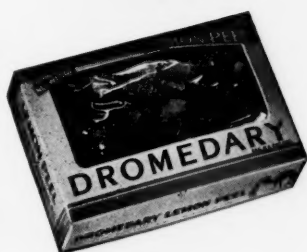
## smart—but not expensive

A customer asked ARIDOR, several months ago, to develop a closure costing no more than the undistinguished old-style single shell cap, but possessing the smooth, unmarred simplicity of line essential for the final touch of distinction in a handsome modern package. ARIDOR produced full-dome, no-knurl . . . Packers of drugs, cosmetics, liquor, etc. have found wide use for this style — perhaps it can help **your** package to stop the eye of more purchasers, without increasing production costs . . . samples are available in popular sizes and colors . . .

the **ARIDOR**  
3428 WEST 48TH PLACE - CHICAGO

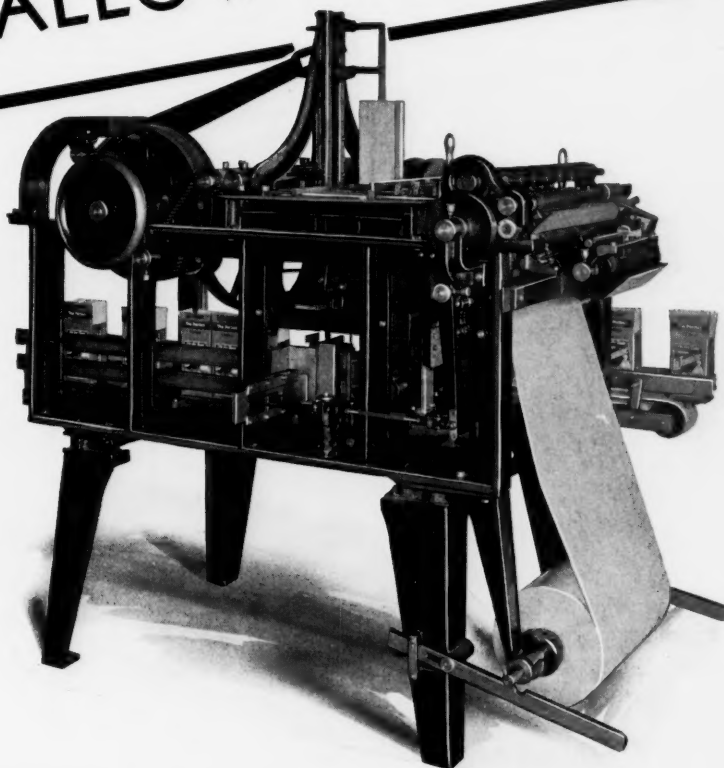
# NOW

## A CELLOPHANE LINER FOR a SHALLOW PACKAGE



Top—the neat lining with flat bottom serving as window.

Lower—the finished package—double wrapped in Cellophane. Excellent display—strong protection for the product.



Forming cellophane liners for shallow packages—long a difficult problem—is even more difficult when the liner must also serve as window. But U.S. engineers solved the packaging problem for Hills Brothers, New York, packers of the famous Dromedary products. The machine, the first installation of its kind, is giving excellent service and delivers an average of 40 perfect heat sealed cellophane liners per minute—and inserting them into the containers each of which has a cut-out window. Have you a similar shallow package problem? U.S. engineers can solve it. Write today for data. No obligation.

NOTICE TO THE TRADE and users of "NATIONAL" machines and machines made by United States Automatic Box Machinery Co., Inc.—Bond Weighers, Scott Scales and Feeders, T U Transfers, Liners, Wrappers, Carton Sealers made by United States Automatic Box Machinery Co., Inc., and Cartoning Machines made by United States Automatic Box Machinery Co., Inc., bearing PACKOMATIC name plates: When servicing and repair parts are needed, contact our home or branch offices as we always have been the only manufacturer and are now the sole manufacturer and distributor of these machines. Write for our latest folder.

NATIONAL PACKAGING MACHINERY CO.  
DIVISION OF  
UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.  
459 WATERTON STREET, NEWTONVILLE  
BOSTON, MASS.

New York Office—30 Church Street, Room 436

Chicago Office—53 W. Jackson Blvd., Room 447

London Agent—C. S. Du Mont, Ltd., Windsor House, Victoria Street, London, England



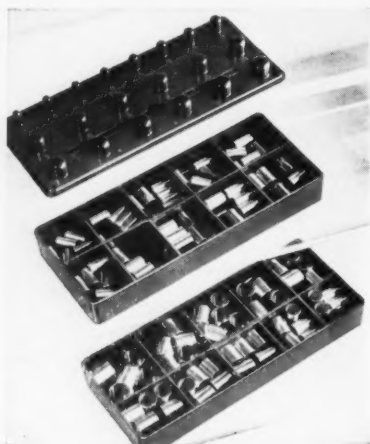
# A Place for Every Item

## *in a Bakelite Molded kit box*

**S**MALL instruments, tools, gauges, files, abrasive points, and other machine shop accessories that come in sets, are better protected and handier to use when assembled in a Bakelite Molded box made to measure for the purpose. The merit of this new idea in boxes is being recognized by a steadily increasing number of small tool and instrument manufacturers.

The kit shown here is a typical example. It is made for the Bear Brand Synchronizer, and each of the several dissimilar items which it contains has its own compartment into which it fits snugly and safely.

In the smaller picture is shown the Moyer Bakelite Molded three part chest for copper dental bands. There are two one-piece nesting trays with molded-in compartments, and a cover formed with



twenty band-gauges on top. The exceptional convenience of this package is obvious.

Numerous and varied packaging problems have been successfully solved through the use of Bakelite Molded. The facility with which this material can be formed into any desired shape; its strength and resistance to aging and moisture; the possibility of indelibly emboss-

ing symbols or trade-marks makes its use particularly appropriate for many classes of containers. Then, too, there is the further advantages of permanently rich lustre and attractive colors.

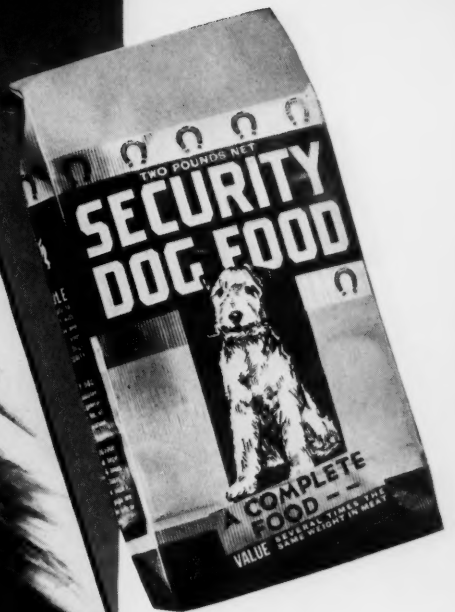
We invite the correspondence of any who are interested in product packaging. Also ask us to mail a copy of our booklet 8C, "Restyling the Package to Increase Sales".

BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y. . . . . 43 East Ohio Street, Chicago, Ill.  
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

# BAKELITE

The registered trade marks shown above distinguish material manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for affinity or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

## THE MATERIAL OF A THOUSAND USES



# KLXLZWORT\*

Even Browser has gained a certain respect for Bags by Royal. True, they are just a symbol of food to him, but to a host of manufacturers they have a great many other virtues.

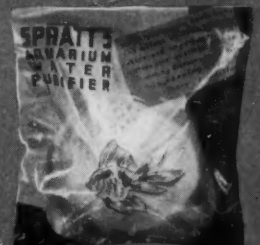
The Security Mills, of Knoxville, Tennessee, use a satchel-bottom, bond paper bag with a special inner lining and tip-tie closure for their famous Security Dog Food. This bag is easily opened and closed. It gives the product ample protection. It is strong and attractive and, compared with other packages, it is strikingly inexpensive.

This is but one of many styles of Bags by Royal. There are literally hundreds of others. There may be one ideally suited to *your* product. The Royal Package Development Department will gladly assist you in making a selection. Write for information.

\* CANINE FOR "WHAT? EATS?"

**THOMAS M ROYAL & CO**  
PHILADELPHIA U S A

NEW YORK	CHICAGO	DETROIT	PITTSBURGH	BOSTON
ST. LOUIS	MINNEAPOLIS	SAN FRANCISCO	DAYTON	SYRACUSE
FORT WORTH		ATLANTA	HOUSTON	







CONTAINER BY OWENS-ILLINOIS



*This Caseal jar cap, beautifully decorated to suit your particular requirements, is obtainable in most accepted sizes.*

**CLOSURE SERVICE**

**FAST**

*difference*  
**IN YOUR SALES**

● The quality toilet line must have package smartness all the way through. LUSTR-SEAL is the last word in smart molded cap design for your bottled products. Caseal double-shell caps with decoration "tailor made" to suit your particular package designs will make your jar-packed items the sellers on any counter. Our laboratories and design department will gladly cooperate in the solution of any packaging problem. Obtain information and samples from any branch office of Owens-Illinois Glass Company, or write to The Closure Service Company, Toledo, Ohio, a Subsidiary of Owens-Illinois Glass Company.

# MODERN PACKAGING

BRESKIN AND CHARLTON PUBLISHING CORPORATION

OCTOBER 1935 VOLUME 9 NUMBER 2

## UNIFICATION IN NEW ABRASIVE PACKAGES

*by Ruth Lampland*

**H**ARDWARE items, it has been thought (erroneously) for years, are something one buys when one needs them, and only then. They "do not

need" special merchandising, and that included packaging and, when old wraps are outdated and ineffectual, re-packaging. So has said the "old school." Such sales promotion would be impractical, extravagant, fol-de-rol.

But the last year of the depression and this first one of recovery have seen the march of merchandising quickening its tempo. And the hardware industry is waking up. Much of this awakening is due to the steady inroads being made on hardware store business by the department store, the chain store and the mail order house. And competition by these highly merchandising-conscious types of sales outlets has spurred manufacturers who use them to new initiative. They are beginning to swing into line in the package parade.

Hence it is significant that this month what is probably the largest re-packaging project attempted in the hardware industry is being released to the public. We refer to the repackaging of the three lines of products now being sold under the inclusive name of Norton Abrasives by various dealers.

The three lines are those of the



★  
Packaged in set-up boxes, each of the Norton Abrasives is distinguished from the others by means of its individual color combination on the panel label

Norton-Pike Company, manufacturers of natural abrasives, Littleton, N. H.; the Norton Company, parent organization, of which the other two are divisions, itself the world's largest manufacturers of artificial abrasives, Worcester, Mass., and the Behr-Manning Corporation of Troy, leading makers of coated abrasives.

The project embodies the redesigning and unification of hundreds of heterogeneous packages, some of which date back as far as 1837. In the finished project are seventy-one new packages: displays, cartons, shipping boxes, labels, "blotters" (round labels placed around the center core of grinding wheels) and special insignia to be stamped on leather cases.

The designer is Arthur S. Allen, who with his associates has the honor of having designed one of the largest, if not the largest, packaging orders ever to be executed—that of the Kingan line of meat and dairy products in which, to date, over three hundred new packages have been introduced. So perfectly has that project been coordinated with every branch of the meat and dairy selling and distributing media, that even trucks and box cars carrying the Kingan products are painted with the "family" label design, in its distinguishing colors of brilliant yellow and dark blue. But that project was in the food field, a field which has been exceedingly active in repackaging and merchandising for the past several years. And foods, being "volume" merchandise, distributed to a large proportion of the population, present a different packaging problem from that presented by a limited-public product like abrasives.

The term abrasives, unfamiliar to the average person, includes several items involved in the daily life of many people—items with which nearly every one is familiar as well as items best known to the builder, industrial craftsmen in other fields and to the manufacturer. It includes all kinds of sharpening stones and



Cartons containing various products of The Norton Company, Norton-Pike Company and Behr-Manning Corporation carry the distinctive design which unifies the entire line of Norton Abrasives. Similarly designed are the displays which serve as counter dispensers of the more popular items

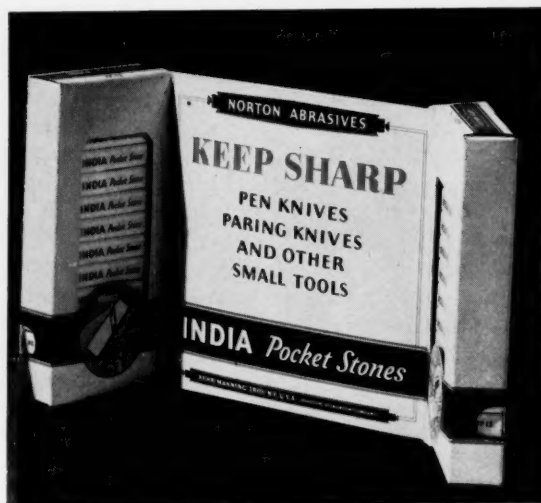
smoothing materials, both natural and artificial: bench stones, grinding stones, emery, sandpapers and so on. The field is a practical one, and versatile. Abrasives are needed to sharpen razors, surgeons' knives, dentists' instruments, housewives' kitchen knives, dressmakers' scissors, butchers' cleavers, axes, scythes, planing mills' saws, the paper mills' giant cutters and so on. Yet each abrasive is more apt to be used at intervals than constantly. And each may last from one to five years, depending on the wear it receives.

These factors—practicality, versatility, and recurrent use—affect the types of packages necessary for the many items in the line. We say "types" advisedly. No one type could appeal to the many customers served by these numerous products.

Practicality being vital, and the wearability of a box, which will be used to hold all sharpening tools of medium size for much of the time they're not in use, being extremely important, the new boxes were designed in dark colors which would offer serviceable backgrounds. For the Behr-Manning bench stones and more technical products of higher quality appeal, an all-over patterned paper in oil brown, overlaid with a minute silver triangle figure, is used. For the more popular priced items in the bench-stone line, a plain buff board.

For more popular items, however—the sportsman's stone, the Kantbreak knife sharpener, the hard Arkansas pocket stones, razor hones and the like—lighter, brighter colors have been used, in backgrounds harmonizing with the lettering of each package.

Unity has been maintained throughout the lines, however, by means of the "frame" design which distinguishes all labels, no matter what their color combination. The upper side of the frame is a narrow oblong panel carrying the name "Norton Abrasives," the lower side a similar panel bearing the name "Behr-Manning, Troy, New York, U. S. A." The sides of the panel are slender lines connecting the top and bottom but bearing no lettering. This panel design which includes the name of the product is uni- (Continued on page 93)



Three unusual displays for Norton Abrasives are shown here. The "log house" takes a space scarcely five inches square on the counter and permits easy access to the product; the Kantbreak stand centers attention on the knife sharpener by means of color and design, while the "pilferproof" display for India Pocket Stones helps to eliminate petty thievery and serves well as a means of stocking the individual packages



## Quadrupling Meat Thermometer Sales

**T**HE TAYLOR INSTRUMENT COMPANY is probably the best known maker of weather predicting and heat recording instruments for household use, as well as the manufacturer of an extensive line of industrial recording instruments. In its approach to the retail consumer markets it has done much pioneering work in the development of outstandingly attractive instrument cases—particularly in the utilization of molded plastic materials.

Yet in spite of this experience—or possibly because of it—the company failed to achieve the fullest possible sales when, some time ago it sponsored a roast meat thermometer. Its first model suffered for two reasons. First: because it was designed along scientific rather than kitchen-utility lines, the thermometer proved difficult to use. It was found that the average housewife could not accurately read the mercury indications shown on the original thermometer. The second, a major drawback, occurred when a wooden tube package

was selected for the original thermometer, for this did not readily lend itself to a display of the instrument, nor did it, of itself, make an interesting or self-explaining package that would appeal to a prospective customer.

Recognizing these drawbacks, H. Brainard Brown of the engineering staff of the Taylor Company, redesigned the instrument about a year ago. A black colored spirit was used to make reading easy, and a scientifically worked out scale of meat roasting temperatures was developed which made accurate and instant reading an easy job for even the most inexperienced housewife. This scale, printed in black on a cream colored metal backing-strip, indicated the exact point at which various types of roast should be cooked, without confusing reference to the temperature degrees as shown thereon.

Having replanned the instrument for greater convenience and utility, it was decided to redesign the package as well. To this end the E. E. Fairchild

Corporation was called in and, jointly, a series of desirable qualities were set up which the new package would be called upon to meet. It was demanded that the package (1) lend itself well to counter and window display; (2) that it carry full and simple instructions for use; (3) that it be sturdy enough to serve, if so desired by the housewife, as a lasting repository for the device and its accompanying skewer when not in use and (4) that it be sufficiently attractive to make its product instantly desirable.

The solution was found in a simple set-up paper box, equipped with a raised platform, through the perforations in which both the thermometer and skewer could be held firmly in place. The bottom of the box was covered with a light green paper and the directions—carefully simplified so that even the most obtuse would have no difficulty—were printed in a protected position on the inner surface of this box bottom.

The box lid, which telescopes over the bottom in standard fashion, was likewise green, with a full color panel lithographed upon its front, depicting a juicy, tender roast, done to a turn and emitting—pictorially—delicate and appetizing odors. The background grades from a light yellow on the lower portion, where the roast appears, to a deep red at the top where the words, "Taylor Roast Meat Thermometer" appear in yellow, white on a blue panel and black. Having achieved this savory and literally "mouth watering" effect, a simple shipping and display carton was devised to contain a half dozen instruments. This consisted of a green set-up tray, exactly matching in color the green of the (Continued on page 101)



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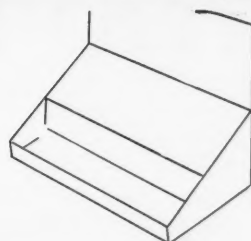
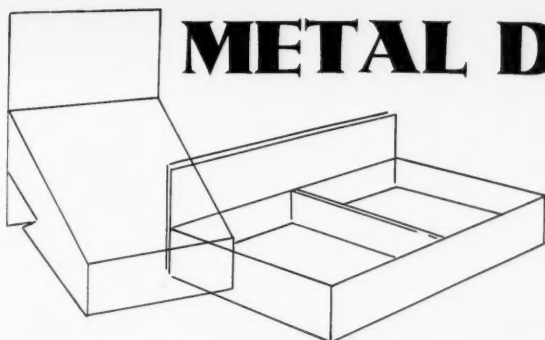
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# METAL DISPLAYS

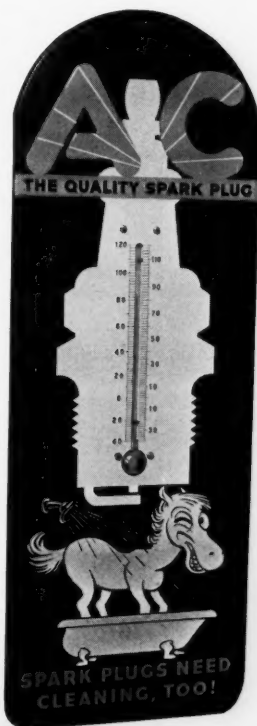


**I**F a product can exist and be sold in a limited way without being packaged, so also can it exist and be sold without the aid of a display stand. However, modern conditions have demonstrated that a product will sell much faster when in a proper container, and better still if well displayed. So that it has been well established that a display stand offers an opportunity to give the final inducement-to-purchase in a merchandising program which is planned to promote the sale of a product—and by far the greater number of products thus displayed are packaged.

With the foregoing as a primary or underlying function, then, a display stand may be used in a merchandising program in a variety of ways:

1. To display in a preferred position—in other words, to exhibit or set off to advantage either as a tie-up with advertising or as a means of merchandising alone.

- (a) Introducing an entirely new product.
- (b) Calling attention to unique features.
- (c) Giving a known product a special background of new interest or usefulness.
- (d) Establishing a special setting, apart from like articles on a counter.



In this display a specific utility requirement in the merchandising campaign for the product is fulfilled. Made from a single sheet, lithographed in several colors and die-cut. Used as a wall hanger



2. To present a full line and choice of products in relation to:

- (a) Sizes.
- (b) Kinds—different varieties of flavors, etc.
- (c) Grades of quality.
- (d) Allied items, however individually different.

3. To display and dispense, thus serving a double purpose in merchandising—not only presenting the product attractively but rendering the dealer the service of convenience and storage.

Presenting a choice of products. One of the simplest types of displays, lithographed in one base color with lettering in a second color. The sheet is die-cut so that metal lips are formed in concave shape to support the cans firmly in position



For establishing a special setting, apart from like products displayed on the counter. Advantageous reflection is attained by means of the highly polished base on which the merchandise stands. The seascape and trade mark are lithographed in several colors



For displaying in a preferred position a newly introduced product or, in this case, a new package. Here the trade mark is utilized as the central figure of the display, and acts as a direct tie-in with the promotional advertising campaign of the product manufacturer



For calling attention to the unique features of the product and also encouraging the use of an allied product, manufactured by the same company. A simple type of lithographed display, yet telling the complete sales story in an arresting and effective manner

- (a) Related small items.
- (b) Establishing a department.
- (c) Inclusion of several varieties.
- (d) Wall rack convenience.
4. A display to fulfil a specific utility requirement in a merchandising campaign.

No product comes to mind which does not adapt itself to the benefits of some one of the enumerated forms of display, and *may* come under several possibilities, depending largely on what is to be accomplished in the merchandising plan of the manufacturer. Then, too,

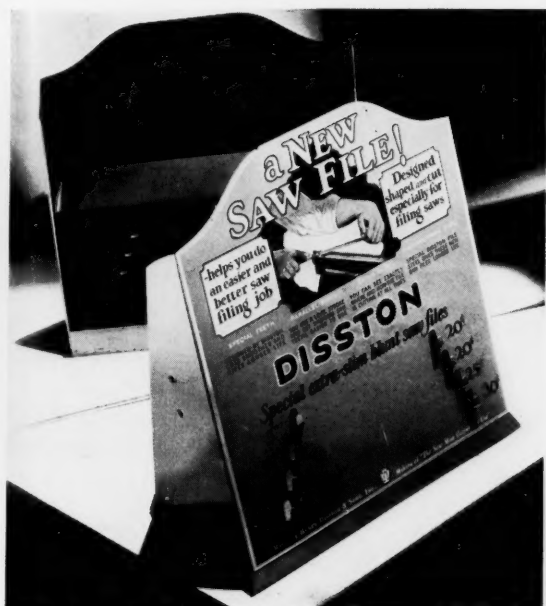


one form may be used now and another later on to stimulate another and different situation.

Using metal for a display stand—metal display stands—offers the following desirable attainments:

1. A preferred position on counter or floor.
2. Economical reproduction of detailed color designs.
3. Lasting finish.
4. Durability.
5. Permanence of good appearance.
6. Strength.
7. Unique qualifications, such as a feel and look of strength; bright, smooth finish; a modern material in harmony with the spirit of modern functional design. Many kinds of material can be used: tinfoil, steel, aluminum, chromium, copper or cadmium plated—obtainable in many lacquered and painted finishes.

The making of metal displays is closely related—in materials, in methods of fabrication and in machinery used—to the manufacture of metal cans and closures. Yet unlike these two fields, peculiarities inherent to shape, size and usage keep metal display production on a much more specialized and much less mechanized production basis. While closures and cans tend to fall into definite categories, each involving a certain sequence of fabricating operations, metal displays vary so greatly in size, form and purpose as to make each display a distinct production job requiring the working



The actual merchandise is attached to the display by means of protruding hooks which are die-cut and shaped from the face of the metal sheet. The back partition is utilized for stock and also strengthens the display. Upper right: The shelf, riveted to the back plate, permits the placing of the merchandise in an effective display setting. Rubber cushions on the base prevent scratching



This floor display stand of heavy construction permits a convenient dispensing unit in which an assortment may be offered, and carries several direct selling messages. The top section is hinged to save space, breakage and denting in shipment

out of special plans and schedules and special cost estimates.

The infinite variety of metal display types can best be appreciated when consideration is taken of the different base materials that go into such displays. As previously stated, varying weights and thicknesses of tinplate, steel, aluminum, chromium, copper and cadmium plating form the primary material. These are usually worked up from sheet stock. In addition, many displays are constructed, in whole or in part, of various types of wire or rod. Two secondary materials of great importance, in many instances, are glass and mirrors. In the later case, this might be of glass or of chromium or copper plated metal. Finally come the various finishes, varying from the widely used lithography process—by which extremely fine color effects can be obtained—to the spray painted and silk screen lettered types.

Whether or not the original idea for a display or display stand is conceived in the mind of the producer or of the product manufacturer, the first step toward production involves design. Here a number of seemingly conflicting considerations must be related to each other and balanced before further progress can be made. Since the primary purpose of the display is to show the merchandise to advantage, the designer must consider the size, shape and color of the packages or products to be displayed, their use, the amount of space most likely

to be available in stores selling the merchandise, the type of space (wall, shelf, counter, window, street or floor), the probable lighting conditions likely to obtain (important in deciding color schemes) and the probable length of time during which the display will be expected to serve.

When these considerations have been balanced to the



satisfaction of the manufacturer who will use the display a model is usually made up by hand, being as exact a reproduction of what the finished display should look like as it is possible to make. While this merchandising development has been going on, the display manufacturer has been simultaneously working out the problem of materials, fabrication methods and costs. Since

Of the "demonstration" type, this display for electric irons incorporates a two-shelf platform. Printing is restricted to the back plate and the small central sign on the upper platform, both of which are screwed into position



displays can vary almost infinitely in size, elaborateness and function, this element of cost-finding becomes even more important than in the case of the more simple package elements. For, should costs be ignored even in part, the designer will undoubtedly slip far from his moorings with the result of a completely impossible design.

Because of these considerations, it is even more important than usual for the manufacturer who employs an independent designer to insist upon his working in the closest coordination with the design and cost experts of the metal display fabricator.

Most metal display stands are fabricated out of lithographed sheet stock, the decoration being applied by offset lithography onto flat metal sheets which have been coated with a primer or undercoat of some kind. These metal lithographing presses are essentially similar to those used in the lithographing of metal closures though they may sometimes be of larger size to accept the larger sheets used. No design is too intricate or in too many colors to be applied on metal in this fashion; the one limiting factor being the element of cost.

Lower left: A three-shelf display constructed of several sections, formed to shape and riveted into position. Note the glass front to prevent handling of the merchandise. Below: For presenting a complete line of allied items. A drawer, accessible from the rear, holds a supply of the merchandise. Brightly plated metal is used to frame the glass windows of the display



After the application of each color or coating the sheets are baked in an oven at a high degree of temperature. These ovens, usually of the conveyor type, are similar again to those used in baking the lithographed closure sheets. After the final color has been applied and baked, it is customary to apply a finishing coat of varnish which is likewise subjected to the baking process.

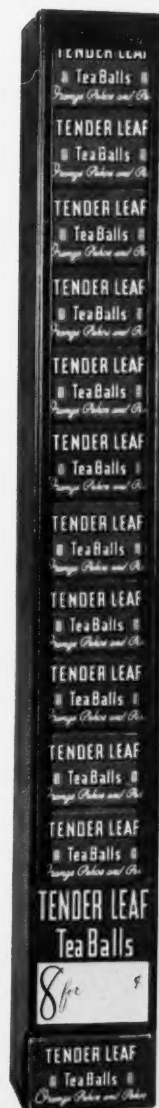
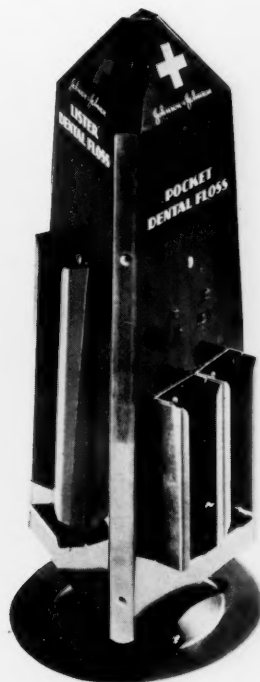
The sheets then move on to die-cutting machines, large presses which cut away the unwanted metal and leave the blanks neatly punched ready for assembly. In spite of the heavy pressures necessary in this die-cutting, the finish is not marred because the baking has made it hard and durable and because it is firmly held to the metal by the primer coat.

Further forming operations then follow, varying with each special display, and final assembly, involving bolting, riveting, insertion of glass panels, attachment of wire hangers, insertion of spring or electric motors (in moving or animated displays), etc., takes place.

In the case of simpler displays or of large displays containing little color variation or printed message, another method is some- (Continued on page 86)

A dispensing display arranged for wall rack convenience. Packages are placed into the display from the top—which is open—and removed, one at a time, through the opening at the bottom. One package is always in a removable position

Below: Easy access to this display by means of a slanting drawer which fits tightly against a glass window when in "display" position but pivots quickly into open position at a pull on a small wire handle. Right: Dispensing display for related small items. This revolves on a vertical rod attached to a circular stamping which forms a solid base for the display



# PACKAGED PROOF . .

## sells a thousand dollar product

*Johns-Manville tells "a story no salesman could tell" about a product that cannot be seen in use, a service that is difficult to explain and a cost that varies with each customer, by means of two simple packages and a low cost display.*

**T**HE JOHNS-MANVILLE COMPANY is one of the largest factors in the building materials field, making a wide range of wall-insulation, soundproofing, roofing and partitioning products. In its approach to those well acquainted with its field—builders, architects and engineers, the prestige of its name and the reputation it enjoys serve to make selling more a matter of engineering than of salesmanship. The problem, in this end of the field, is largely one of agreeing upon specifications (and possibly on prices), for both buyer and seller are usually well acquainted with the nature of the product sought and the advantages it affords.

Among the company's products, however, is one which finds a large market among home owners or those who are about to have a home built. Here, because the product is comparatively new, because it fills a long felt (but until recently unsatisfied) need and because competitive products confuse the situation with comparative claims, some simple means of proving, convincingly and conclusively, the advantages of the particular form of the product offered by the company, was found to be imperative.

Rock-wool Home Insulation is a material amazingly like wool in appearance and texture, made by blowing molten rock through a jet of live steam. Placed within the hollows of the walls of a frame dwelling or between the exposed beams of a ceiling or attic roof, it is claimed to produce fuel savings up to twenty-five per cent by reducing dissipation of heat through the walls and roof. In summer, temperature reductions as great

as twelve degrees are likewise claimed, through reduction of the passage of heat from the outside of the walls inward.

It is apparent that demonstration of such a product is difficult of accomplishment. The product itself is bulky in the so-called "bat" form

used for new buildings. In its "blown" form, used for insulating existing buildings, the product comes in great sacks (designed solely for convenience in conjunction with the installation pumping or "blowing" apparatus) and once again, is bulky and difficult to demonstrate even in a store or warehouse.

But prospects, like gold, are where you find them. Usually the salesman or home-insulation contractor interviews the prospective customer in the home, where demonstration of the material, as used, would be impossible to accomplish.

Another difficulty arises after the customer and the material are brought into contact. Mere statement of its action when placed in a wall would be unconvincing. A demonstration upon a small section of wall would likewise be impractical. Booklets, though of some use, are known to be often so much wasted paper and printing, lying unread for days and months. Hence, it was found necessary to seek some means of sampling the product and demonstrating its insulating efficiency in convincing manner.

A study of possibilities led, from all angles, to the single conclusion that a small section of "bat" or a small quantity of "blown" material would have to be

Since it is difficult to bring the customer to the product, Johns-Manville brings a sample of Rock-wool to the prospect, lets him test its insulating qualities in his own home. "Make this amazing test" says the bottom face of the Rock-wool sample box. Clever copy and convincing pictures—backed by the sample actually put through the test—serve to prove the claims made for the product. Space is left for the dealer's imprint at the point where it is most likely to be seen and its suggestion acted upon





placed within a container which the dealer, contractor or salesman could present to his prospects. An analysis of the requisite characteristics of such a container disclosed the following:

- It must make an attractive, eye-compelling appearance on counter or in window.
- It must show the product to advantage when closed and permit its easy and undamaged removal when opened.
- It must carry with it or on its outer surfaces as complete a selling story as possible.
- This story must include instructions for a simple and convincing test by the prospect of the heat-insulating qualities of Rock-wool.

Working within these limitations, two packages were designed, one for each form of the material. A set-up, telescoping box was chosen as easiest to open and as permitting of the utmost possible utilization of surfaces for the conveyance of printed messages. Transparent cellulose windows were devised to expose the material within. In the case of the "blown" material, an illustration of a house being "blown" was combined with an oval window to form the top face of the box. Around the oval, in reverse lettering, the title, "Actually blown through a hose into your walls and roof," was utilized to arouse interest and to, instantly, convey the manner of application. The main face of the "bat" package, likewise utilized a transparent window, in this case die-cut so that the Rock-wool is seen as it will

The simple display focuses attention upon the interesting and unusual box. Side panels are chosen from an assortment, by the dealer, to meet the needs of his own territory

appear in place between the studding of an attic ceiling. Thus the first two goals were achieved by capitalizing the unusual nature of the product and of its application.

Each of the side-walls of the packages were used to tell the story behind one outstanding claim for the product. Thus one face, by text and illustration, compares an insulated house with an uninsulated one. Escaping heat is shown melting the snow on the roof of Mr. Brown's house while Mr. Smith's house next door still retains its snow covering because the roof is insulated and heat does not get through.

Another panel, captioned, "Reduces the danger of fire" is illustrated with a photograph of a handful of the material being exposed to the flame of a blow-torch—as convincing an illustration as any advertising man ever planned.

On the "blown" material package, one panel is utilized to show the manner in which the material is blown through a hose into the wall and the slight degree of disturbance such blowing occasions. Other panels, on both packages, dispense with illustration to tell their stories of summer coolness and winter heat-savings in straight, convincingly written text. Each package is, in effect, a complete booklet, meeting to the fullest degree the demands set by the (Continued on page 99)



# Retain the Old, Invite the New User

Of all the nationally known cosmetic lines, that of Harriet Hubbard Ayer has undoubtedly been distinguished by the most antiquated of package designs. Antiquity, in fact, became an identifying feature—as much an advantage as a drawback. Yet, today, Ayer is redesigning package after package. This article tells why, and how.

**T**HAT sturdy pioneer woman, Harriet Hubbard Ayer, had nothing to do with the business that bears her name. Nothing, that is, except the setting of a tradition. For the business was founded by Vincent B. Thomas many years ago and was named by him—most fittingly for a firm selling new products to the “new” woman of that day—after the best known business woman of her time. It was but fitting, too, that after the death of the founder the business should have been carried on, for the last twenty-five years, by another woman, Mrs. Lillian S. Dodge.

As set by its founder, and perpetuated by his wife and successor, the guiding principle of the Ayer business has been the manufacture of products that would win a reputation for purity and quality. This principle found its reflection as much in packaging as in manufacturing and sales policies. Packages were planned not for “flash” but rather to establish confidence in the age and reputation of the firm. The script signature of Harriet Hubbard Ayer was reproduced as a trade mark on every product as a sign of genuineness. Gaudy colors were eschewed in favor of black and white and, although simplicity of design was hardly the fashion in the day when the original Ayer packages were planned, it may yet be said that these packages were simple in the sense that they were, even in their day, conservative in construction as well as in their appearance.

With passing years the flowered borders and elaborate scrollwork that was fitting in the nineties passed out of the packaging picture. Retained in the Ayer packages, it began to date the products as old-timers. Yet such “dating” was not entirely undesired by the firm or by its dealers. Its conservative policies had won it a large army of mature users, women to whom the old packages afforded a charm not to be found in the ultra-modern effects coming into vogue. The air of antiquity, while it may have

precluded the winning of some new customers, served to insure the retaining of established users.

For many years, and even today, the out-of-dateness of the packages served as an advantage in making sales and holding the good-will of consumers. Yet the company realized that, beyond a certain point, such antiquity of design might serve as a hindrance to the winning of new customers, and, with this in view, it planned a series of package changes which are now being effected. The aim, to quote Miss Helen Golby of the company's staff, was “to effect a subtle change



Relics of an earlier age, these two Ayer packages (top) have bowed to the hand of time and that of the designer, being transformed (below) into more modern yet characteristically conservative mainstays of the Ayer line

so that the new packages would carry the dignity and identity of the Ayer preparations to old users, but would be modern enough in feeling to invite new users.”

Within the limitations of this aim the entire face powder line, consisting of seven variously priced items, was first subjected to redesign. It was decided, in most instances, to retain shape and color features as continuing factors of identification and to effect major



Unrelated designs, added at different periods during the company's long history were dressed up into a group of items fitted for joint display yet each retains, in name, shape and lettering, something of its original identity. Old packages, top row; the redesigns below

changes by modernizing and dressing-up applied design only. In a few instances, however, where simple constructional changes would afford advantages, these were likewise introduced.

Two of the oldest and hence most antiquated packages, the Luxuria and the Ayeristocrat boxes, were completely made over. In the case of Luxuria powder, the old black and white color scheme was abandoned for gold lettering and edging on a cream colored box. The oval, half-telescoping box was replaced by a hexagonal one with a lid that—in conformity with the rest of the line—fitted down to the very bottom of the box sides. The forty-year old scrollwork was eliminated, as was much of the lettering, and the rest was embossed in gold upon a slightly raised oval on the

upper face of the box. Similar changes from half-telescoping to full-telescoping sides were effected on the Ayeristocrat box, but in this instance the white, black and gold color scheme was retained. Here again, scrollwork and elaborate lettering went by the board in favor of simpler, though still characteristically Ayer, design as applied to the box.

Three other boxes were likewise changed from half-to full-telescoping types while retaining their original shapes and color schemes. In some cases only the slightest changes in design were found necessary, as in the instance of the Harriet Hubbard Ayer face powder package in which design change was limited to the elimination of four gold rosettes and a line border. In other instances changes of color and elimination of antiquated flower work or scrollwork was called for.

The result is found in a line that is distinguished by color similarities (either white and gold or cream and gold) and by the characteristic HHA trade mark lettering which has replaced the script signature as an identifying mark. Yet each package retains in its shape and name, a (Continued on page 98)



Left: Three stages in package transition—the old fashioned carton, the newer bottle and label, and the newest closure and convenient jel cap. Right: Convenience is gained by the transition from old to new in the Ayer talcum powder package

# PERFUMES BY THE BOOKFUL

**T**HE cosmetic and perfume fields have probably accepted and tested more packaging innovations than every other packaging industry combined. This tendency toward innovation is caused by a number of factors, not the least of which is the fact that since the customer cannot distinguish readily between the qualities offered by two different brands of powder or perfume, she must be given some other means of ascribing a higher value to a higher priced item, some reason for trying Brand B when she has always been satisfied with Brand A. The obvious means has usually been found in the package.

Whereas, in a field where the package must be limited in cost to fifteen per cent or less of the sales price, package elaboration is a costly if not prohibitive practice—unless justifying itself in added utility or protection—in the perfume field the package frequently accounts for fifty, sixty or even a higher percentage of the product's manufacturing cost. The designer of perfume and cosmetic packages—particularly those in the higher price ranges—therefore has little or no cost limitations placed upon the full play of his imagination.

This freedom of design produces many packages which can be dignified by no other term than "monstrosities"—unbeautiful, over-elaborate, clumsy and in bad taste. But, for those who think the problem through, it permits of the planning of packages which add greatly to the value of the products they contain, both by adornment and by increased utility value.

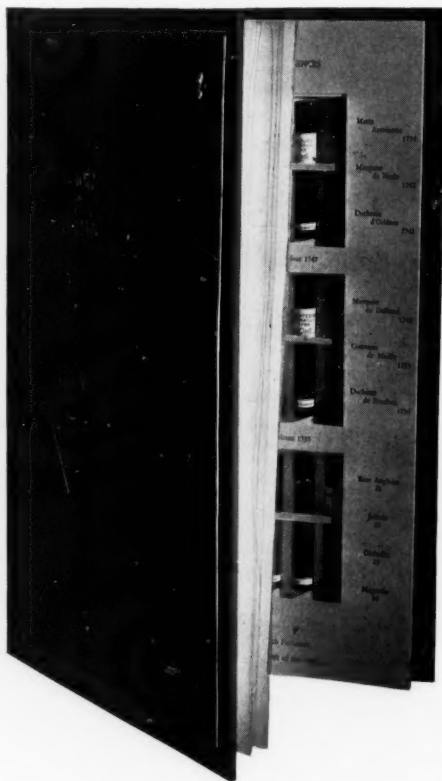
A case in point is found in the new perfume containers sponsored by L'Orle and marketed through Sak's Fifth Avenue of New York. The designer was here confronted with the problem of marketing a group of twenty-four perfume concentrates, individual flacons of which were to retail at two dollars and a half. With so broad a line, it was felt that some means of demonstrating and displaying the entire group was desirable. Yet,

because of the possibilities that many patrons would purchase a quarter, a half or even all of the packages within the group, it was essential that this demonstrating device be something more than a display, that it be both display and package in one.

To this end recourse was had to one of the oldest, yet least used, package types—the box in book form. Three such set-up boxes were designed, one for six flacons, one for twelve and one to carry the entire line. Each box consisted of a red, simulated leather covering, stamped with gold leaf on the face and back-board, with a gold pyroxylin paper used to simulate the pages of the book. To carry the illusion further, this paper was embossed with closely parallel lines so that, when closed, the package seems to be, in every respect, a fine, hand-tooled volume. Within the set-up framework which formed the body of the box, a series of depressions are provided to the individual flacons, which are held in place by bands of elastic material.

Up to this point the package discloses no particular inspiration. It is rather merely a sound, workmanlike job of designing. But, when the package planner was confronted with the problem of providing explanatory reading matter—such as would usually be covered by a circular enclosure—he decided to take his package and treat it as a book. Ten pages were therefore introduced in the front of the volume, describing in detail the origin and history of each of the essences in the line. Thus the demonstrator was enabled, not only to show the perfumes and to permit the client to sample their odors, but also to present—as background—a printed history and description of each. Twenty-four unassociated flacons became, by this means, a single, integrated group of related perfumes, each suited to some particular occasion or some differing mood or temperament of the same user.

The effect on sales, as reported by those clerks who have handled the product behind the counter, has been a double one. The individual packages which, because of their small size and concentrated nature, might have attracted little attention, were found in great demand when they were called to the consumer's attention by means of the demonstrator books. Moreover, a number of customers who were first interested only in the purchase of a single essence were so attracted by the (Continued on page 97)



## ADVENTURE APPEAL FOR BOYS' BELTS

**T**HE spirit of adventure is characteristic of every normal, healthy boy—to him, the desire to be up and doing, partaking of every activity that lends excitement and offers an opportunity to give play to his imagination, is second nature. He reads avidly of the accomplishments of cowboys, of jungle fighters and other adventurers whose exploits fire his youthful fancy—and he seeks to emulate them to the best of his ability and with undiminished enthusiasm.

Any toy shop or department store will tell you that they can count on year-round sales for boys' play suits which enable a youngster to assume any character he may wish, and that these are always big sellers during the holiday season. There is no stopping them—these youngsters—and, for that matter—who would wish to? For the most part, such pursuits are normal outbreaks which encourage the building of a healthy body.

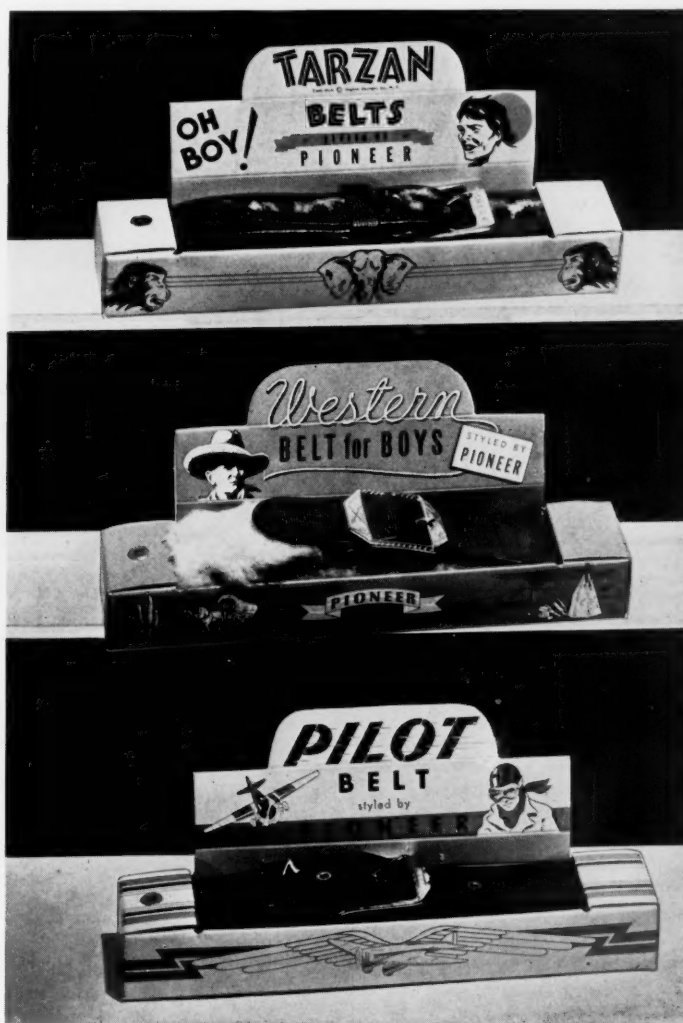
To us oldsters, there is nothing particularly romantic about a belt. If we run to the heavy side we may find it helpful in preventing what otherwise might appear as a tendency toward stoutness; if our appearance is more wand-like we still wear 'em so that we may remove our coat and not be criticized—for good manners seem to dictate that suspenders may be worn but should not be visible. But most of us have not forgotten that in our youth a belt made a dandy support for a cutlass, a rapier, or was even used as a means of strapping on that first hunting knife we cherished so much. And that same appeal—projected to meet the present-day longings of the small boy—holds. But the belt manufacturer has anticipated, and has styled his product so that little if any imagination is needed.

Contrast, then, the three belts shown in the accompanying illustration—Tarzan, Western and Pilot—with the strap-and-buckle which served the needs of our youth. There's adventure here aplenty, and every one of them rearin' to go! They are all styled by Pioneer—Pioneer Suspender Company, who, admittedly, knows its belts and other products for "holding up" various items of men's and boys' wearing apparel.

But specialization in its merchandise is not the only direction in which this company "pioneers." In its packaging there is likewise a special effort to "hold up" the consumer—to attract attention to that merchandise by means of well designed and unusual packages. Note, in these instances, how each of the cartons, which serve not only to contain the belt but to display it as well, intensify the appeal of

the product. They practically defy any small boy to pass them up! And structurally, too, these cartons are interesting for each provides a complete unit, whether on display or in closed position, ready for shipment to or from the store. A single piece of carton board, die-cut, and printed on one side only. They are produced by the National Folding Box Company.

In these examples of packages which are designed for the up-and-coming youngster of today, there is evident something more than just a well planned merchandising scheme. The idea goes beyond that. Trite it is, perhaps, to say that the boy of the present is the man of tomorrow, but the fact remains that education in the direction of buying habits brings a direct reward. And an appreciation of good packaging, early installed, can go a long way in bringing about a greater discrimination as one grows older. Women are credited with 85 per cent of the buying—but it is highly probable that a recount would show that figure is decreasing!





## WANTED -- A PURSE-SIZE DROPPER BOTTLE

SINCE the discovery of the efficacy of ephedrine and similar chemicals in reducing the discomforts of cold sufferers and of those having sinus infections, dozens of products based upon these drugs have been placed on the market. Since the most convenient method of application is by means of a dropper, liquids of this order have usually been packaged in bottles accompanied by or fitted with such a device—either as a part of the bottle closure or as a separate part of the package for use after the regular closure has been removed from the bottle.

Yet, curiously, both the patent preparation sponsors and the manufacturers who supply them with packages have ignored one of the major factors of convenience in use. Their packages have—without noted exception—



Neither the standard prescription bottles nor those used by makers of patent preparations today offer the cold-sufferer a package which can conveniently be carried in the purse or pocket without revealing bulges

been designed for medicine chest or bedroom utility, as if every cold or nose infection were of the type that confines its sufferer to his bed. In advertising, they play up the instant relief offered by the product. In packaging, they ignore the fact that the relieved user will be walking around, attending to business and, hence, in need of a package that can be conveniently carried.

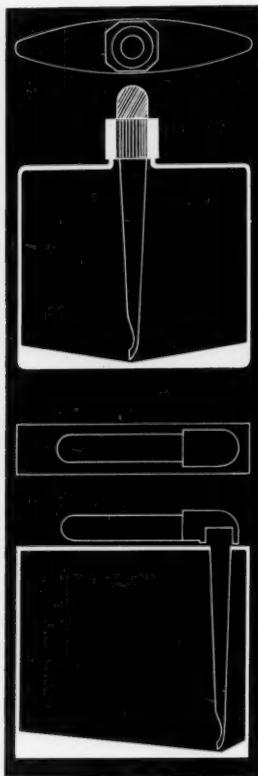
Yet there is nothing in the structure of the dropper or in the nature of the product that precludes the possibility of using such a package. In fact, in a similar field, the introduction of purse-size packages has resulted in marked sales increases for those firms which have sponsored such packages. In this field, namely that of perfumes, conditions of use are largely similar, insofar as it is impossible to localize the utility of the product. The woman who uses perfume wants to replenish the scent from time to time and, therefore, she appreciates a package which permits of carrying the product, securely sealed, in her purse.

So it would be with the cold or sinus sufferer. The drops must be applied every few hours during the day and any package that offered convenience in carrying would not only win sales away from less conveniently packaged products but would also foster increased usage of the purchased product because of the constant availability of the drops which it would afford.

(Continued on page 96)



Above: By contrast, perfume makers are far advanced over nose-drop sponsors. Note the flatness of these packages, designed directly for convenient carrying in the purse. Sketches at right show, it is believed, thoroughly practical designs for flat, easily carried, pocket-sized dropper bottles. First sponsors would gain immediate novelty and permanent advertising and sales advantages



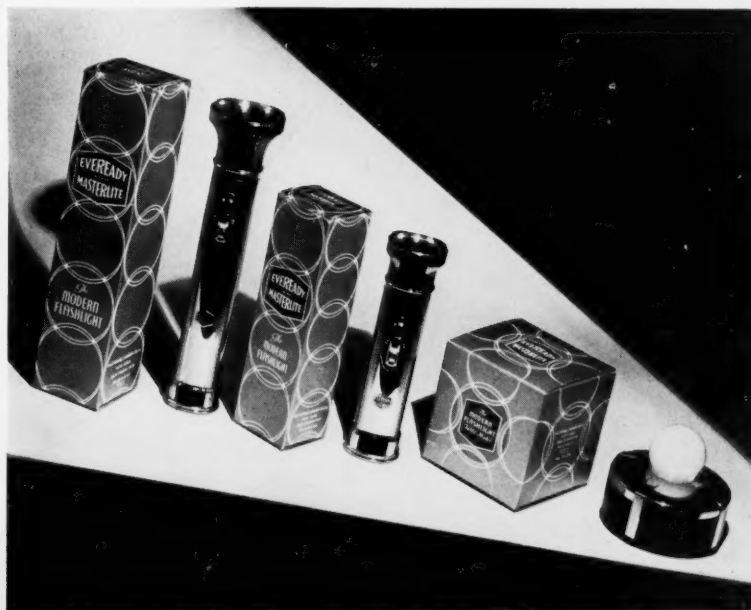
## CLASS FOR MASS BUSINESS

**N**EW design, new operating features, new beauty for the tubular models; two lights in one—soft light or spot light—and finger tip control for the table model. Very briefly, these are among the outstanding features of the new Eveready Masterlites which have just been announced by the National Carbon Company, Inc. A complete list of all the features included in these new flashlights is quite a formidable one. But the above will serve to indicate that what is the most important change in forty years of flashlight manufacture has been accomplished. It is not surprising, then, that new packages by means of which these innovations may be signalized have been adopted.

The new cartons, shown in an accompanying illustration, are printed dull silver on paperboard and carry a concentric circle design in white. The Eveready Masterlite logotype is printed on blue with white letters and against a red bull's-eye enclosed in white circles. The words "The Modern Flashlight" appear in white. The top and bottom panels of the carton bear the logotype in red, blue and white, and the identifying model

number in blue on silver. Designed by Arthur S. Allen and his organization, these cartons faithfully reflect the improved design of the new Masterlites, and a group of these cartons and lights on a dealer's counter will be an eye-compelling sales maker of unusual profit possibilities. The cartons are produced by The Warner Brothers Company.

The two displays shown—both designed by Mr. Allen—are likewise distinctive for (*Continued on page 83*)



These display pieces permit advantageous showings of the three new Masterlites. Metal foil provides a reflective background and secures immediate attention. The complete sales story is evident at a single glance

Exclusive features are incorporated in the new Eveready Masterlites. Assisting in their introduction and sales are the distinctive cartons, shown above, which reflect the design of the contained product



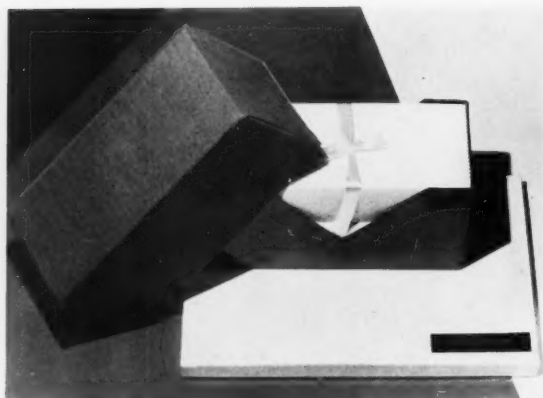
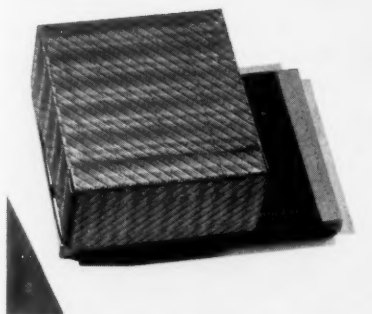
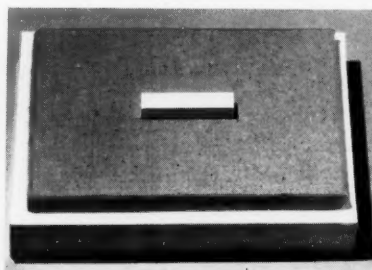
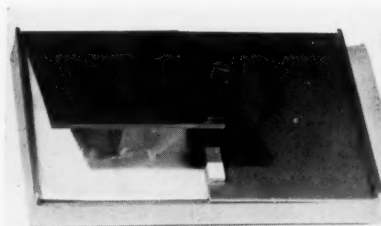
## STATIONERY BOXES—TEMPO SERIES

**W**ELL-NAMED the Tempo Series, are four new boxes—each containing a supply of Autocrat Vellum stationery—which constitute a recent offering of the White & Wyckoff Manufacturing Company. Contrasted with the flashy type of package which has made a bid for sales in late years, as well as with the over-dressed standard stationery box, these new containers are refreshingly simple and, at the same time, maintain a quality appearance.

Further, each box, in its design, incorporates a functional purpose—that of making paper and envelopes available separately without the need of disturbing the entire contents of the package. And there is a great deal to be said on that point for, too often, in the design of stationery boxes, the convenience of the user is given little or no consideration. After a few usings the ordinary letter-paper box becomes a grab bag, and the remaining contents are dumped into a drawer. This may be of small consequence to the manufacturer, because the purchase has already been made. But it may mean the loss of the identity of the maker, as established by the box, and that's not particularly desirable.

Arthur Baerman, in designing the Tempo Series for White & Wyckoff, drew from his architectural experience, for in them he has applied, in miniature, the receding elevations which are to be noted in the upper stories of modern buildings. These effects are most noticeable in the box illustrated directly below and the one at the lower right; less pronounced in the other two. The covering materials used were obtained from the Hazen Paper Company and the Hampden Glazed Paper & Card Company; the cloth material from the Seneca Textile Company. The boxes themselves are made by the White & Wyckoff Manufacturing Company in its own plant.

Individually attractive, each of the boxes when grouped together in various arrangements of two or more can be used to form effective displays for counter or window showings. And there would seem to be but



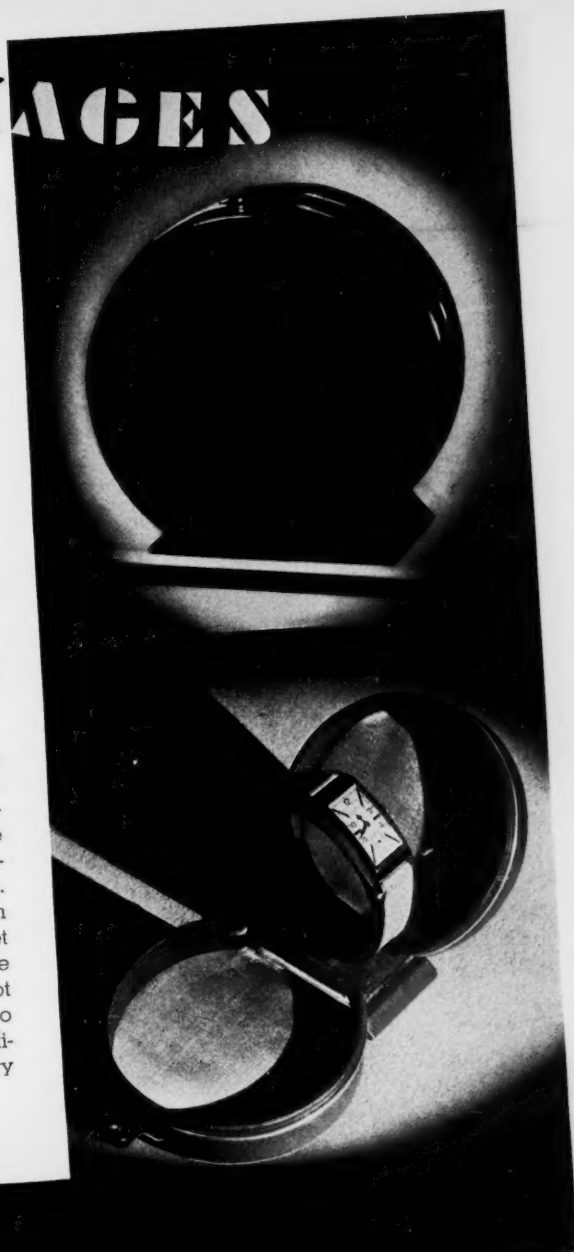
little question as to the acceptance of the Tempo Series by those who are inclined toward the modern trend in the purchase of those things with which they surround themselves in their homes.

It has been the privilege of MODERN PACKAGING to show during each year the various offerings of the White & Wyckoff company. Each of these has evidenced a progression of packaging ideas quite in keeping with the practice of the forward-looking manufacturer who styles the packages for his merchandise to anticipate and meet the demands of the consumer for attractiveness, convenience and durability. He is not content to merely follow that which has been established and, sooner or later, will become common usage. For modern merchandising, via the package, calls for the constant injection of new ideas, new ways of securing the attention of the buyer whose desires change with the tempo of our daily life.

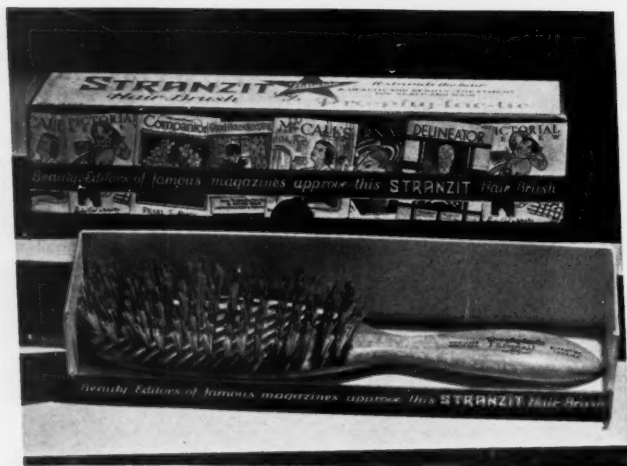
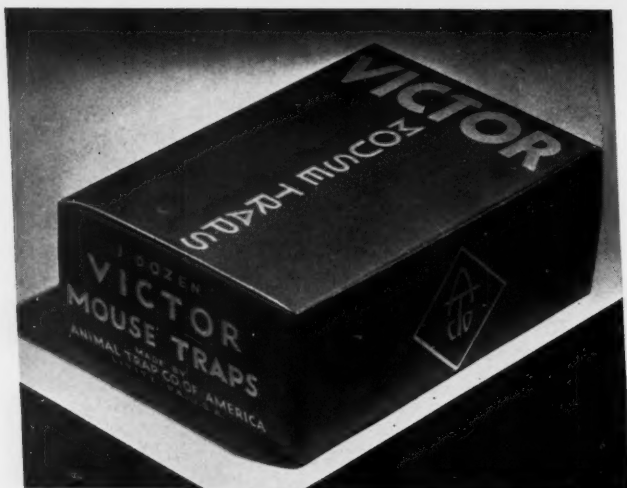
# MODERN PACKAGES

To provide a display setting and container in keeping with the smartness and distinction of its new Curvex watch, The Gruen Watch Company employed the services of Eugene J. Lux to design the package. The original package made use of a checkered cloth covering but this has been replaced by dark blue airplane cloth with a gold strap beading. Mr. Lux was born in Vienna, studied art, sculpture and wood carving in Munich and in the Tyrol, and engineering at Reichenberg. His work ranges from the design of a button hole watch presented to the Queen of Roumania, to automatic machinery, cosmetics, packages of every description, including one in which an automobile was presented to a Viennese opera star. The Curvex package is manufactured by the Star Case Company.

Dealer reactions to the new molded boxes used by The Hamilton Watch Company for its high quality ladies' wrist watches have been extremely favorable. The company sought to produce a box that would have the appearance of old hand-carved ivory, and certain irregularities were allowed to remain in the mold to attain this. How well it has been accomplished may be seen from the accompanying illustration. This wrist watch casket was molded of Plaskon by the moulding division of the Armstrong Cork Company. Of interest, too, although not shown in the illustration, is the blue set-up box used to contain the molded casket, adopted to make the identification of the Hamilton product easier for the jewelry wholesaler.







When Ralph Waldo Emerson wrote about mouse traps he didn't realize what a package might do. But the Animal Trap Company of America thinks along modern lines, and so uses this simple (because retail prices allow a slim margin) package—a one-color job with a two-color effect

Pro-phy-lac-tic has added a De Lux hair brush to its regular Stranzit line—it's designated the Patrician, the star on the regular box says so. Interesting, too, is the decoration on the sides of the box which carries reproductions of magazines that endorse the product

Comic strips which picture sound principles of retail selling are incorporated as box labels by Peter Paul, Inc., manufacturer of Mounds. They show the retailer how to create greater sales of that confectionery

Few customers pass the Colgate display with out stopping to handle one or more articles, and many "added sales" are secured without effort or attention from clerks. It's known as the "Selmor" island display and is designed and made by The Hinde & Dauch Paper Company



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With all the humdrum and dreary designs that are used for packages being sold to the institutional trade, the lithographed Xodor insect spray container used by Midway Chemical Company is decidedly refreshing

The Easter carry-home package was produced by the Badger Carton Company for the Joseph Schlitz Brewing Company. Thomas Foley of the Schlitz organization is the originator of the carton

Wide-mouthed emerald green jars for Texaco Upper Cylinder Lubricant get attention at filling stations. They're made by Owens-Illinois

Special for Christmas is the new Pinaud combination package containing Lilas de France skin perfume, face powder and skin lotion. Done in red and green holly wreath design with "lilac time" silhouettes in white

No compromise with the old package, said Fort Orange Chemical Company in repackaging its Chic and F.O. nail polishes. Owens-Illinois made the bottles, Closure Service furnished the molded caps



# Nope

I DON'T  
TRADE TILL I SEE  
IT" . . .



Youngsters are shrewd. Half their busy days are spent in trading. Knives for slingshots. Marbles for broken watches. Then they grow up. And they trade their dollars for the things you make and sell. When they do, the same instinct that cautioned them to look before saying "Yes", still warns them to beware of the pig in a poke. That's why so many thousands of manufacturers of all kinds of commodities use modern glass containers. Products packed in glass step right up and say, "See, I've nothing to hide." And, when the package is as attractive as it is possible to achieve today, they say it so alluringly that the customer finds it hard indeed to resist. It is difficult to *blast* profits out of the buyer's market that exists today, not at all difficult, though, to wheedle them out in surprising and steady volume with the right product displayed to its best advantage in a sales-producing glass package. Let the Owens-Illinois representative tell you about the Complete Packaging Service and the Packaging Research Division that help increase the profit of those who pack in glass. He is as close as your telephone. Simply call the nearest office of Owens-Illinois Glass Company . . . Toledo, Ohio.



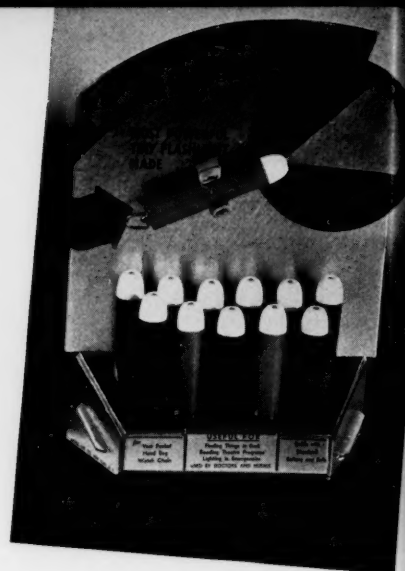


● The two bottles shown here (left, 100 ml.; right, 50 ml.), are two of the many products of the company.

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Sniffles—new nose drops in a new package, put out by Towle Laboratories—obtains a friendly welcome from the youngsters. The cap is a soft rubber cone with a small hole at the tip, exposed on removal of the ball. Other products in packages designed by the company for juvenile appeal are in progress

Scott Phillips, Inc. uses the effective counter display for its product Eye-Gene. Responsible for design of counter card, labels, carton and folder is Edward W. Zabel Company. Display, cartons, labels, bottles, closures and glass bottles, in the order named, were supplied by Arvey Corporation, American Coating Mills, Richard M. Krause, Maryland Glass Company, Armstrong Cork Products Company and Kimble Glass Company

For finding keyholes and other things in the dark, Micro-Lite comes in handy. The translucent molded urea cap glows when a minute battery is in contact with the bulb. The display with its metal foil background effectively shows this convenient product

Among the first to use the knife-opening and closing cap on peanut butter jars is Martin Brothers Company. The added convenience of this cap for easy opening and tight reseal brought an instant response from housewives and produced immediate sales increases for both Bluehill coffee and peanut butter. Packages for both products were designed by the Packaging Research Division of Owens-Illinois Glass Company, and produced by the Closure Service Company





Velvetone, Crystal Shampoo Base and Shampine, soap products all, are appearing in new modernized packages. In the design of these, the manufacturer of the products, Clifton Chemical Company, Inc., has sought family resemblance, particularly noticeable in the Velvetone and Shampine packages. The former are lithographed cans in green, black and silver

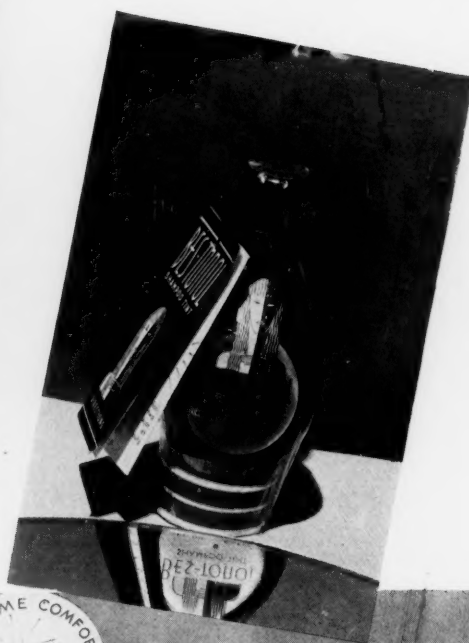
The Shampine one-pound jar is of green glass and capped with a black metal interior-threaded cap. The label carries lettering in light purple, with the wave design in green on a white background. This package was designed by Malcolm & Engel and is wrapped in transparent cellulose. The Clifton products are distributed by leading beauty and barber supply jobbers





Food packers "tumble" to the fact that women delight in buying products packaged in Safedge packing glasses. Jelke's Good Luck salad dressing and Nalley's sandwich spread are among the recent "joiners." . . . For faded or graying hair, Bes-tonal oil shampoo tint—in a new package sans a carton, to differ from competitors' packages—designed by Walter J. Gallagher for Bes-tone Laboratories, Inc. . . . So the customer will know what he is buying, Chatham "Specification" sheets tell the story on the carton, produced by Gair Cartons, Inc. . . . The girl in the Norwich display coughs and sneezes in a realistic manner. The cards as well as the giant and usual size packages tie in to make an effectual window showing of the Norwich cold remedies. Display created and produced by The Einson-Freeman Company, Inc.

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## INTERPRETIVE OF BRAND NAME

**W**E have had considerable experience for many years in the packaging of commercial merchandise and believe we have used every kind of an arrangement, in single bottle perfumes, group packages and re-use packages. We have tried them all. But each year brings a different trend, and we try to follow that." So writes the Allen B. Wrisley Distributing Company, manufacturer of soaps and perfumes.

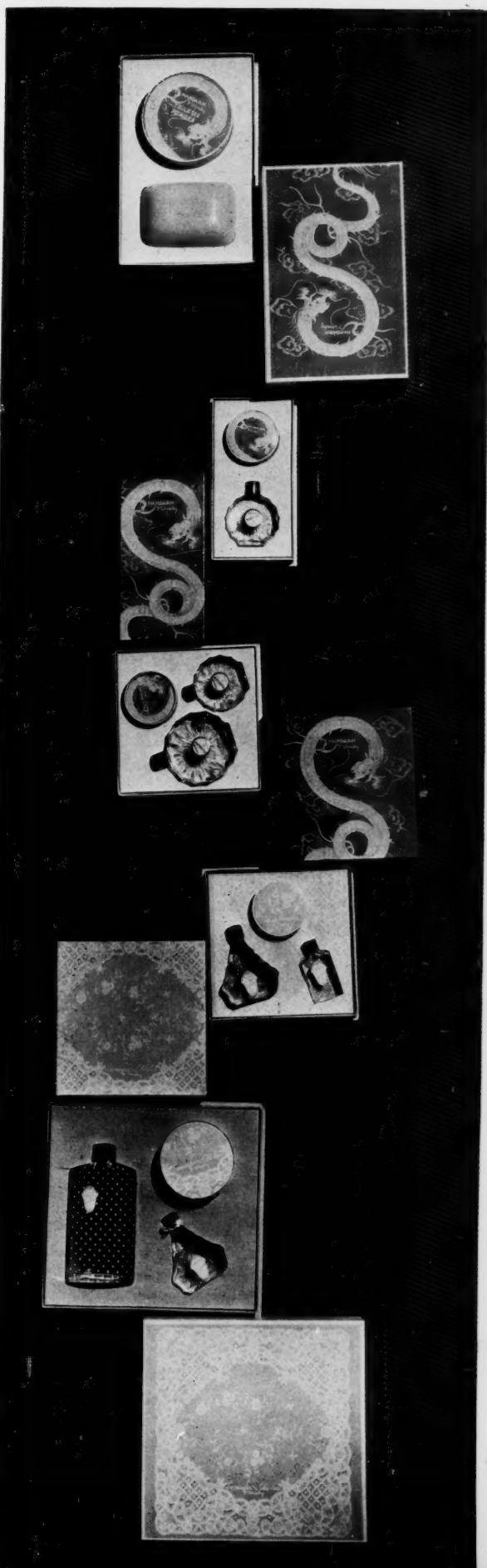
In the August, 1935 issue of MODERN PACKAGING were shown two of the new groups—Gardenia and Pine—announced by the company for the coming holidays. The accompanying illustration shows two additional lines, recently released, each of which is packaged in a manner completely interpretive of its designation. Both of these are moderately priced lines, yet the packaging is not ornate or overdone and offers a striking contrast to others which may be competitively shown.

The Mandarin packages make use of assembly boxes in Chinese red with the historical dragon in yellow on the cover, the same design being duplicated for the round powder boxes. Round fluted bottles in sunburst design and with molded closures are used for perfumes. The name "Mandarin" appearing on the label, as well as on the cover of the box, is in characteristic lettering. Each is a package expressing the suggestion conveyed by its name.

Similar too, is the idea carried out in the Lavender and Old Lace packages. In the production of these, a light lavender back-ground was used, a lace doily placed on top of it, and then photographed, the result being just what was wanted—lavender and old lace. The "lace" extends down the sides of the cover, which is also the case with the Mandarin design, and adds to the charm and attraction of the package. Each of the items contained in the box are so packaged as to carry out the color and design suggested by the brand name—in all, an effective ensemble.

In both Mandarin and Lavender and Old Lace packages, the included products rest in die-cut openings which fit tightly around them—a background of yellow for the former, lavender for the recessed liner of the latter.

"Mandarin" and "Lavender and Old Lace" are given appropriate settings in the packages used for these toilet requisites by the Allen B. Wrisley Distributing Company





# NEW BOOKS

## PACKAGING WORKBOOK

In the production of a thoroughly usable, conveniently indexed and easily understood book which makes clear the many variations possible in folding carton construction, Pneumatic Scale Corporation, Ltd. has performed an outstanding service.

Titled "Packaging Workbook," this newly issued bulletin is much more than just a "frame" on which is built an argument for the use of Pneumatic equipment. The book is divided into four main sections, each separated by a marginal index tab, as follows: 1. Package Types; 2. Packaging Data; 3. Packaging Machinery; 4. Package Materials.

Among the subjects discussed are: Standard Seal-End Carton Construction; A Brief Outline of the Four Basic Types of Folding Cartons; Lining Costs and Wrapper Design; Trick Packages and Scoring Cartons; The Machinery Available for Handling the Various Carton Operations Necessary in Packaging Work; Typical Packaging Machine Layouts and Choosing Packaging Materials.

The "Packaging Materials" section is of particular interest in that it includes actual samples of representative folding boxboards, glassine, parchment and waxed papers and metal foils which are used in the construction of the various types of cartons. These samples, which have been supplied by leading manufacturers, together with a "Material Buyers' Guide" and several samples of actual labels, form a valuable reference part of the book and one which will be welcomed by the product manufacturer who has a packaging problem to solve.

Spiral bound and of convenient filing size, with half tone and line illustrations well selected as to purpose, the book is by far the most attractive work of this sort which has been undertaken by any manufacturer in the packaging field. Much of its value lies in the coordination of the several processes in package assembly and the uses of the necessary materials—an approach which will be welcomed by those who are fortunate enough to secure a copy of the book. It answers constructively the problems of those who are not fully conversant with carton construction and assembly. Further, Packaging Workbook supplies the need for a reference book to those companies who, when faced with the necessity for an improved package, fail to realize that a

slight change in their present package may make it unnecessary to adopt a more costly container.

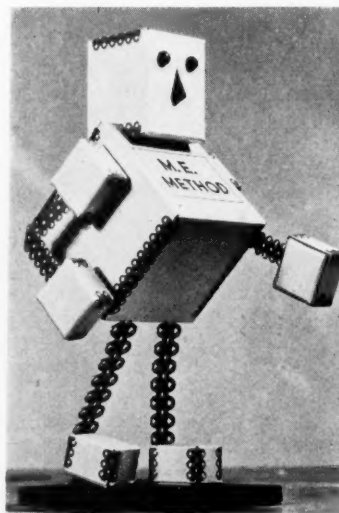
Only a limited edition is being published. Copies, however, may be had by packaging foremen, plant superintendents and others vitally interested, by making application on their company letterhead to Pneumatic Scale Corporation, Norfolk Downs, Mass. Each copy sent out will be numbered.

## FOR NEW PRODUCT GUIDANCE

In an effort to offer to industry a series of guides which will be helpful in reducing waste in marketing, a study, "Check Sheet for the Introduction of New Consumer Products," has been prepared by O. C. Holleran, under the general supervision of Wilford L. White, Chief of the Marketing Research and Service Division of the Bureau of Foreign and Domestic Commerce.

This study, consisting of more than fifty pages and including the check sheet charts which list seventeen factors, is published by the Department of Commerce as Market Research Series No. 7 and priced at five cents a copy. The charts are so arranged that all of the basic questions are shown in the stubs. To the right of the charts are columns which indicate the different angles from which each of the questions on the chart must be studied. These are the questions which must be answered with real knowledge if the new product is to be established in a manner which will make it a help to the consumer and a money maker for the manufacturer and the units in the line of distribution.

ISSUED semi-monthly by The Glass Container Association, 19 W. 44th St., New York, is *The Beer Bottler*, Vol. 1, No. 1, includes considerable important data relating to the use of glass bottles in the brewing industry, comparison in shipping costs and other facts concerning glass containers versus tin. Future editions will be watched with interest because of the existing controversy between metal and glass containers.



Introducing Mr. M. E. Method, the new trade mark character who is going to work in the advertising pages of magazines and booklets and direct mail for the National Metal Edge Box Company, Philadelphia. He is made of Metal Edge boxes and stays and will point out the many advantages of the Metal Edge method of packaging

# Plants and personalities

**Eugene E. Davis**, president of the National Paper Box Manufacturers Association, and president of the United Paper Box Manufacturing Company of Cleveland, Ohio, died on September 22. Mr. Davis had been active for many years in the affairs of the National association and his untimely passing occasions sincere regret among a host of friends.

**John V. Hastings**, a partner in the firm of Hastings & Company, Philadelphia, gold leaf manufacturers, from 1865 to 1933, died quietly at his home in Bryn Mawr, Pa., on Sept. 3, in his 89th year. With his older brother, Mr. Hastings took over this well-known firm at nineteen years of age in 1865, when his father died suddenly as a result of injuries received in the Civil War. The firm was founded in 1820.

He and his brother, Robert E. Hastings, were continuous partners for 57 years, until the latter's death in 1922, when he took into partnership his son, John V. Hastings, Jr., and his nephew, G. Brinton Thomas, Jr., the present partners of the firm, who will continue the business. Mr. Hastings was active in the business until 1926, when he retired at the age of 80.

**The Packaging Machinery Manufacturers Institute, Inc.**, will hold a two-days meeting at Briarcliff Manor, Briarcliff, N. Y., on Oct. 31 and Nov. 1. A program which includes both entertainment and business sessions is being planned. G. Prescott Fuller and Carl H. Lambelet are in charge of the arrangements.

Interesting displays of package developments during the past year are planned for the November meeting of the **California Cosmetic Association** by associate members consisting of leading national manufacturers and raw material suppliers catering to members of the cosmetic industry. Unusual interest is manifested by cosmetic houses in the Hollywood area. The forthcoming exhibits will include outstanding work by nationally recognized manufacturers of package materials and raw materials.

**The third annual Industrial Materials Exhibit** will be held in the Hotel Astor, New York City, October 21-25. A number of new industrial materials which have been developed during the past year will be exhibited. Among those exhibitors of particular interest to the packaging industry are the Bakelite Corporation, Boonton Molding Co. and Hercules Powder Co.

The Bakelite Corporation, in particular, will feature several new types of Bakelite materials, and new prod-

ucts made from these materials. Included in this exhibit will be Resibond, the new resinoid plywood film; new types of industrial Revolite fabrics which have been treated with special resinoids; water-dilutable resins for special types of Bakelite laminated stock; resin-rubber combinations with treated materials; special resins for printing inks; and new synthetic resins for primers, paints, varnishes and enamels.

The Boonton Molding Company will exhibit unusual examples of molded pieces. These will include several large moldings, as well as intricate designs, molded boxes for toilet goods kits and precision instruments.

The Hercules Powder Company will also have an interesting exhibit featuring nitrocellulose lacquer, water emulsion nitrocellulose lacquer, high volatile solvents and Tornesit (the new chlorinated rubber protective coating). Emphasis will be placed on Hercules lacquer and its use on paper and paper board. In the exhibit will be an elaborate collection of lacquer protected labels, wrappers, cartons, books, magazines and menus.

Special musical entertainment and dancing every evening will be provided in the East Ball Room of the Hotel Astor. Tickets of admission may be had from the participating manufacturers.

**Continental Can Company, Inc.**, is erecting a three story can manufacturing plant adjacent to its present plant on South Ashland Avenue in Chicago. This will be the forty-first plant to be operated by the company and will be used for the manufacture of cans for meats and meat products. Its location, in close proximity to the stockyards, will enable the company to improve its service to meat packers in the territory.

The plant will be erected on property recently acquired by the company from the trustees of the Central Manufacturing District and will comprise about 160,000 sq. ft. of floor space. The building will be of reinforced concrete construction and will be equipped with 16 complete lines of can manufacturing equipment. Total expenditure approximates \$1,000,000.

**The Gair Old Timers**, comprising former and present employees of the Robert Gair Company, will hold their third annual dinner at the Hotel New Yorker on Saturday evening, October 19.

**Martin Ullman** has announced the reopening of his studio at 25 W. 37 St., New York, following his return from an eight weeks trip through Sweden, Germany, Denmark, England and France where he

made an exhaustive study of European methods of treating various packaged lines.

**Toledo Synthetic Products, Inc.**, manufacturer of Plaskon, has recently signed a ten-year contract with Imperial Chemical Industries, Ltd., of Great Britain, one of the largest chemical organizations in the world. The agreement which was made to run for ten years from June 30, 1935, extends to molding compounds and laminated compounds made from urea formaldehyde resins or urea-thiourea formaldehyde resins. Under the agreement, the concerns involved have contracted to exchange all technical, commercial and other information relating to the agreement products and processes, and have agreed also to grant each other free licenses under the patents which are already or may be secured under the life of the contract.

The same agreement extends to Montecatini, the Italian chemical trust. A separate agreement has been signed with Canadian Industries, Ltd., appointing that concern sole agent for Plaskon in Newfoundland and Canada.

James L. Rodgers, Jr., president of Toledo Synthetic Products, Inc., commenting on the agreement, expressed the opinion, that "it will prove vastly beneficial scientifically as well as commercially to the two concerns."

The director of the Plastics Division of Imperial Chemical Industries, Ltd., Major A. E. Hodgkin, and his technical assistant, B. J. Wood, recently spent some time in this country. The latter visited Toledo and stayed six weeks studying the processes used by the company there. Information obtained from the American concern will be turned over to Mouldrite, Ltd., a subsidiary of I. C. I., engaged in the manufacture of urea formaldehyde and urea-thiourea formaldehyde molding powders in Great Britain.

**The Arabol Manufacturing Company** has commenced operations at its new plant located at 30 Sterling St., San Francisco, which will house the sales as well as the manufacturing organization to enable the company to render a complete service and products of a uniform quality to Pacific Coast adhesive users. The new plant is in charge of Harry A. Wurzbacher, who has been affiliated with the company on the Pacific Coast for several years.

Just fifty years ago, The Arabol Manufacturing Company was formed with a small plant in New York City, and under the able guidance of its executives, has grown until it now has modern factories located in Brooklyn, Chicago and San Francisco, with warehouses in Boston, Philadelphia, Atlanta, New Orleans and Seattle. Branch offices and sales representatives serve most of the countries in the world.

**The Simco Corporation**, Philadelphia (P.O. Box No. 5187) has been formed for the manufacture, sale and service of Midget and other static eliminating systems. The corporation has on its technical staff

the men who are responsible for the creation, development and distribution of the Midget static eliminator.

**Molded Displays, Inc.**, 60 E. 42nd St., New York, has been organized to manufacture indoor and outdoor signs, counter and window displays, trade-mark figures, premiums, advertising novelties and novelty packages of molded paper pulp. Roy Sheldon, formerly with Calkins & Holden, advertising; Industrial Design, Inc.; and Kay Displays Inc., is president. Manufacturing will be carried on at a new plant situated in Massillon, Ohio, and exclusivity in the advertising, premium, display and novelty field has been granted Moulded Displays, Inc., by Pulp Products Company, Inc., who utilize the moulded pulp processes in the production of standard containers and industrial objects.

Typical examples of this new process are display heads with a non-chipping surface, light and practically unbreakable; hosiery forms blown in a single piece; giant bottles or packages. Counter merchandisers and displays can be three-dimensional shapes moulded to receive the products to be displayed. In the field of signs of all types, this process makes possible and economical three-dimensional signs. The material being non-rusting and an excellent base for modern lacquers, such signs can be used either indoors or out. Being hollow, they can accommodate flasher illumination and are practically impervious to weather when properly finished. In the premium field, this process offers very wide possibilities such as model automobiles, boats, toys, hats and helmets, drums, globes, decorative flower pots, inexpensive games, etc.

For novelty packages it can provide chests, heart-shaped boxes, sand pails, handsome reuse containers such as cigarette boxes, humidors, sewing and stocking boxes. Since boxes and other containers can be paraffined on the interior surface, this process makes available additional protection for various products.

Space reservations for the **Sixth Packaging Exposition**, to be held under the auspices of the American Management Association at the Hotel Pennsylvania, New York, March 3 to 6 inclusive, are as follows:

Armstrong Cork & Insulation Co., Associated Cooperate Industries of America, Inc., Charles Beck Machine Co., Breskin & Charlton Publishing Corp., B. H. Bunn Co., Celluloid Corp., Cleveland Container Co., Container Corp. of America, Continental Can Co., Inc., Dexter Folder Co., DuPont Cellophane Co., Inc., J. L. Ferguson Co., *Food Industries*, Hinde & Dauch Paper Co., Jiffy Pad & Excelsior, Inc., Kalamazoo Vegetable Parchment Co., Kimberly-Clark Corp., Lowe Paper Co., National Adhesives Corp., National Metal Edge Box Co., New England Collapsible Tube Co., Owens-Illinois Glass Co., Package Machinery Co., Pioneer Paper Stock Co., Reynolds Metals Co., Riegel Paper Corp., Sefton National Fibre Can Co., Stokes & Smith Co., Sylvania Industrial Corp., Triangle Package Machinery Co., Wilson & Bennett Mfg. Co.



**Holsum Products** has purchased the factory of the General Mayonnaise Corporation in Brooklyn, N. Y. This adds the fourth mayonnaise plant to the group of factories which Holsum Products has established. Others are located at Kansas City, Milwaukee and Cleveland. Lewis Sherman has been general manager of Holsum Products for the past several years, and Leo Binzak has been manager of the mayonnaise products department at all branches.

### TO SERVE AS ALL-AMERICA JUDGE

Kay Austin, who writes, and signs a shopping column for the *New York World-Telegram*, will serve on the committee of judges who will make the selection of the 1935 All-America packages. She will represent, as a judge, the consumers' group. Other members are Stuart Peabody, as representing merchandising; Vaughn Flannery, advertising; Gordon C. Young, sales; William M. Bristol, Jr. and George R. Webber, as representing the production group.

Mrs. Austin graduated from Wellesley. Her first experience in the business world, following a course in secretarial work, was that of comparison shopping in Boston and later in New York. Then to Chicago where she worked in the advertising department of the

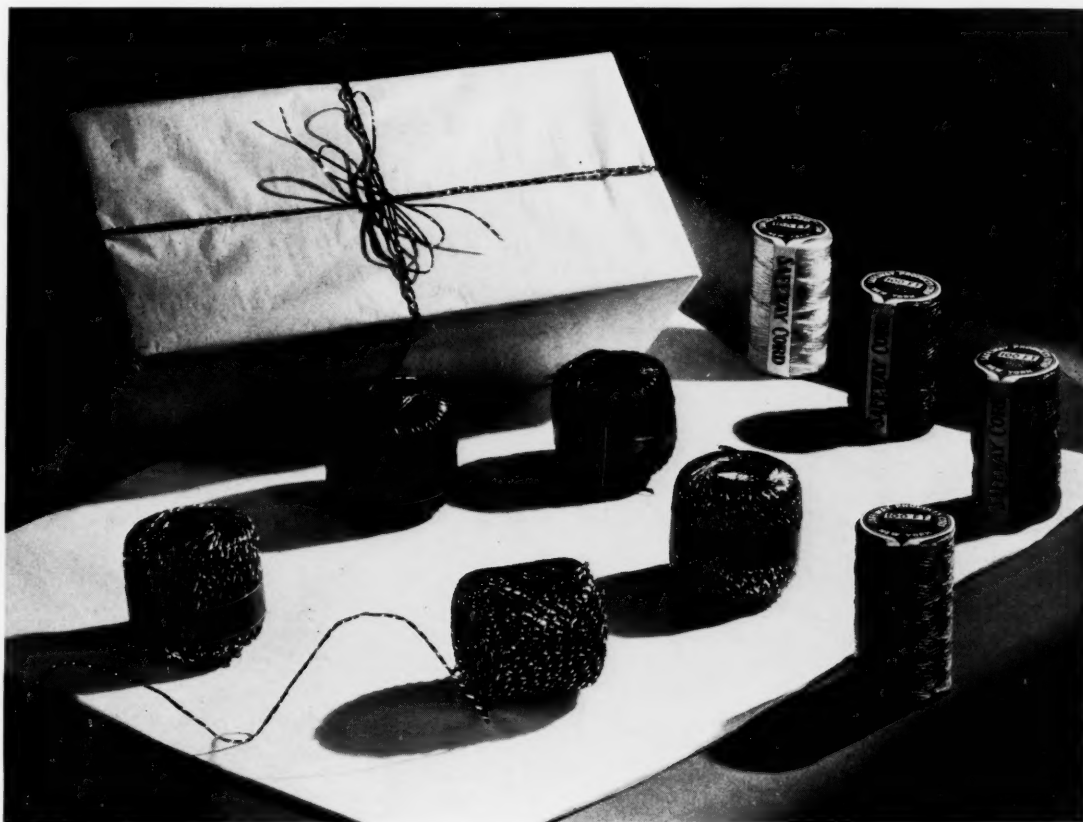
*Chicago Daily News*. Later she was employed by furniture designers and decorators in New York.

In touch with all that is new in the shops and stores,



KAY AUSTIN

and viewing merchandise from the consumer's point of view, Mrs. Austin possesses adequately the qualifications required of the recent appointment on the All-American Committee.



Generous acceptance has been accorded to another product made from Sylphrap (Sylvania Industrial Corporation). This time it is known as Sylphcord, available in assorted colors and also combined with tinsel. Supplied to converters in bulk spools, the Sylphrap is cut, twisted and rewound into balls and small spools, as shown in the illustration, for retail distribution



# EDITORIAL OPINION

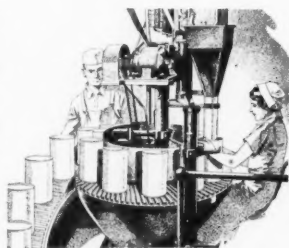
## INDUSTRY RECOGNITION

No doubt many of our readers saw the advertisement, reproduced in the accompanying illustration, which appeared in the Sept. 24 issue of *The New York Times*, in the *New York Herald Tribune* of Sept. 25 and the *Wall Street Journal* of Sept. 26. Aside from the fact that we feel a vicarious pride when anyone uses the term "Modern Packaging," this advertisement provoked an additional and more important enthusiasm from us—one which we believe will be shared by all who are concerned with packaging.

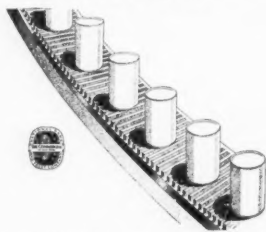
It has been by rather slow stages—even though its constructive growth has been comparatively recent—that the packaging industry has received recognition as an industry. Those directly within it—equipment and material suppliers, package designers and many of the users of packages—have been quite cognizant of the scope and importance of packaging. But not the outsider, either because of a lack of knowledge as to what constituted packaging in its various ramifications or because his experience did not put him in contact with package suppliers as a group.

As a service to manufacturers who have goods to sell, packaging has found a very definite place in the merchandising structure of business. That this fact should be recognized by one of the most conservative of our financial institutions is something of which the packaging industry may be proud. For bankers are not prone to make statements in which they do not have confidence or which cannot be substantiated.

The advertisement is one of an outstanding series which The Commercial National Bank and Trust Company of New York has addressed to basic industries.



MODERN PACKAGING . . . in its constant development has gone far in establishing and maintaining the quality of perishable commodities. For other products, attractive packaging and a greater facility of distribution have added to sales. The credit facilities of the Commercial National are available for the current needs of the nation's basic industries.



The COMMERCIAL NATIONAL BANK  
and TRUST COMPANY of NEW YORK  
FIFTY-SIX WALL STREET

Member:  
FEDERAL RESERVE SYSTEM - NEW YORK CLEARING HOUSE ASSOCIATION

## ADVANTAGES OF TRAVEL

How much can American package designers and manufacturers learn from practices abroad? Such a question has probably been asked frequently by many of us; we have noticed with great interest the various packages from European countries that have come to our attention either by seeing the actual samples or reading of them in the foreign magazines. But to what extent has this observance been made use of in the design and production of our packages, and have we taken full advantage of what has been done?

We credit the Old World with the initiation of many of the principles and ideas which we consider as more or less standard practice today, of course. We likewise pat ourselves on the back for many developments which have gone beyond these initiations, and claim credit for considerable originality which has, in turn, been accepted and adopted by foreign designers. We have thought that, in some directions at least, we move faster. But we must not overlook the fact that such thinking has a tendency toward provincialism and smugness, often to the point where we may pass up opportunities of decided advantage.

During a recent visit we had with a package designer who has lately returned from a trip abroad, at which time he had an excellent opportunity to observe, first hand, what the package people in Sweden, Germany, France and England are doing, he was most enthusiastic about all he had seen. Everywhere he went he saw evidences of progress in design comparable to that which is to be noted in this country. Further, he stated that his observances included several examples of unusual packages, the design of which had been regarded as difficult, if not impossible, by manufacturers over here. To this indictment we offered the argument of excessive costs, slow speed production and the question of applicability. But it left us thinking that maybe in our enthusiasm for those accomplishments close at hand we overlooked the distant, even though perhaps not greener, fields. Packaging or package design is a business of ideas and, being such, the need for interchange of ideas is imperative.

Moreover, this visit also emphasized the value of widened vision that one obtains through travel. Should this dissertation be construed as a promotion for the railroad and steamship companies, it is all right with us. The point is that package people can obtain a direct benefit from "getting around."

*S. E. A. Charleston*

LASTING IMPRESSIONS

A *Lacquered*  
**BOOKLET**

*Lasting Impressions*

**HOW IMPORTANT ARE LASTING IMPRESSIONS?**

A package, a label or a booklet may be the best design and workmanship, but unless it is so made that it will last and maintain its original attractiveness, it will soon have served its usefulness.

EGYPTIAN PAPER COATING LACQUER is a cellulose finish that will give protection and attractiveness to cartons, labels, displays, booklets, and other paper products.

EGYPTIAN PAPER COATING LACQUER is applied by roller-coating method; the same method used to apply ordinary spirit varnish. EGYPTIAN LACQUER is quick drying, glossy and produces a hard but flexible finish that does not scratch easily or become tacky. Further advantages are listed on the inside pages of the attached folder.

We will welcome an inquiry from you and will be glad to make recommendations based on your particular needs.

**THE EGYPTIAN LACQUER MANUFACTURING CO.**

90 West Street, New York

**EGYPTIAN LACQUER**

# Equipment and Materials

## A "PICNIC" BEER CASE

Among the new line of solid fibreboard beer cases recently announced by Container Corporation of America, is the "Picnic Package." This carton holds four one-half gallon bottles of unpasteurized beer. It is expected that this type of container will prove popular for parties, picnics, club meetings, etc. There are five advantages to the consumer and five for the brewer in these Concora solid fibre cases, according to Container Corporation. The consumer has less de-

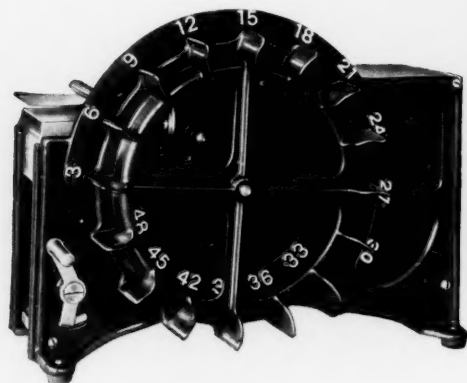


posit to pay on the case, greater handling ease, a cleaner package that is easier to open and close, and will not snag floors or clothing. The brewer has a lower investment cost, lower trip cost. Less storage space is required. Lower truck and freight cost. The smooth, fibre case permits splendid color printing of brand and name. The accompanying illustration

shows one of the new makes, made for the Mankato Brewing Company, Mankato, Minn. This is printed in two colors, red and black.

## IMPROVED PACKAGE SEALER

Several outstanding features are incorporated in the improved Link gummed tape dispenser, manufactured by L. Link & Company, Inc., 149 Lafayette St., New York. By means of these, it is stated, the device by a turn of the wheel delivers instantly any predetermined length of tape perfectly moistened and cut in one stroke. Because of the construction of the rotating wheel it is always set, no matter what length of tape is required.



There are no gauges or stops to adjust. It is possible to obtain one length repeatedly or any other length too, as there are no gauges to set. The figures on the frame, graduated in inches, assist the operator to determine where to grip the wheel to obtain the desired length.

In the construction of the Link dispenser the best materials for usefulness and service have been selected and the machine is assembled in such manner that no part can loosen up or get out of order. It has a mechanically operated shear, constructed of the best crucible steel, hardened and ground. This shear is placed in the machine so that it sharpens itself and will function under all conditions. It is designed to accommodate 35 to 60 lb. standard rolls of gummed tape in widths of 2, 2½ and 3 inches.



# The ROBB-ROSS PRODUCTS

*find new  
Sales Advantages  
in S and S  
Tight-Wrapping*

The Robb-Ross Company, Sioux City, Iowa, recently decided that several improvements could be made in their packages.

First, the printed carton with its liner bag was discarded. The packages were completely redesigned. Then a highly varnished label was applied via the S & S Tight-Wrapping System. This gave much greater protection. It prevented sifting and guarded against the attacks of vermin. It also gave Robb-Ross Packages new sales advantages. Mr. Ross Grange, manager of the Robb-Ross Company, has this to say about the new packages:

"We did not attempt this package improvement just to satisfy some whim, or because others had improved their packages. We believe in attractive packages as an aid to greater sales, and are happy to say that we have already enjoyed a splendid increase in our sales, plus a surprising additional interest in the new packages by both retail and wholesale grocers. We are more than ever convinced that modern packaging can be made to pay dividends to the manufacturer who carefully and intelligently uses it."

An S & S Engineer is at your service. Write for information.

**STOKES & SMITH Co**  
PACKAGING MACHINERY PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.  
British Office: 23, Goswell Road, London, E. C. 1



## NEW CAP-SEALED CAN FOR BEER

Following successful tests in some 75 breweries throughout the country, Continental Can Company, Inc. has commenced deliveries of its newly developed cap-sealed tin containers for beer. The brewers with whom the company has signed contracts for can requirements, including some of the largest in the industry, are completing the minor changes in equipment necessary to pack beer in the new cans.

The Continental Can Company is launching a national advertising campaign to acquaint the public with the advantages of canned beer. The advertising

that quite a large part of their packaged product is consumed directly from the container.

"From the consumer's standpoint, cans take up less room in the refrigerator and do not need to stay there so long, as the beer chills much more quickly. People also like the idea of not having to pay a deposit on containers and not having the 'empties' lying around awaiting return."

The cap-sealed can will contain 12 fluid ounces of beer, the same as a bottle. A wooden case containing 24 full bottles, as usually delivered, weighs approximately 51 lbs. and a paper carton of 24 full cans, which is the way case lots will be packed and delivered, weighs 25½ pounds.



An ordinary bottle opener "works" on the new cap-sealed can which has recently been placed on the market by the Continental Can Company. This container holds 12 fluid ounces, which is equivalent to that contained in the standard glass bottle. A national advertising campaign, setting forth the claimed advantages for the use of the metal container, is now in progress, newspapers, national magazines and business publications being used for this promotion

began with full page displays in the newspapers of major cities throughout the country, covering an area that accounts for 75 per cent of the population of the country. This is being supplemented by advertising in the national magazines and business publications.

"Distribution of beer in cans has developed very rapidly in the several sections of the country where it has been introduced, and there is now no doubt of its prompt acceptance by the public," O. C. Huffman, president of the company stated recently. "We have been working on the development of a suitable tin container for beer in our laboratories for the past two years and the new cap-sealed can is the result.

"Our can is cylindrical in shape with a special raised top for sealing with the same kind of a cap that is used on bottles. An ordinary bottle opener opens it, and a person may drink directly from the can or pour the beer into a glass the same as from a bottle. Practically every brewer we talked to preferred this cap-sealed type of can as most suitable for beer. The public is used to lifting caps off bottles and we believe will find it more convenient to open cans in this way. Incidentally, brewers in many sections of the country say

## NEW KIDDER PRESS AT KALAMAZOO

A high-speed, roll-to-roll, arc-type press has been installed recently in the plant of the Kalamazoo Vegetable Parchment Company by the U. P. M.-Kidder Press Company. The press is for a five-color web-to-rewind product and operates at speeds of from 500 to 700 ft. per minute, taking a web 65 in. wide.

"Arc-type" construction, grouping the plate cylinders in an arc around a single impression cylinder, is the basis of this roll-to-roll press. The patented Kidder form roller setting device is a feature and eliminates roller gauges making it possible for the operator to walk into the press to adjust form rollers to vibrators and plate cylinder at will.

Perhaps the outstanding thing about this "three-point" press is the fact that in spite of the high speeds obtainable with it, the type of register specified by Kalamazoo was obtained from the start of operation. This type of press is flexible of design and can be made to conform to any specific printing needs.



# Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES  
CREPE WADDING

protects against shipping damage

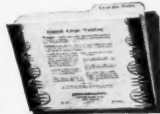
TO protect the ultra-smart finish of Kensington Service Plates during shipment, and to provide a convenient cover for home storage, the manufacturers, Kensington, Inc., wisely chose KIMPAK... made up into individual pockets for them by the Cottonlux Mfg. Co., New York City.

KIMPAK-protected, they know that their merchandise will reach the customer in perfect condition.

KIMPAK guards against

shipping damage because it is soft, without dirt or foreign particles to scratch or mar. It is resilient, tough and able to stand hard use. Light in weight, easily applied without waste, KIMPAK is most economical.

There are sizes and forms of KIMPAK to protect every type of shipment, heavy or light, large or small. If you haven't learned the convenience, dependability and economy of KIMPAK, mail coupon now for FREE portfolio of samples.



KIMBERLY-CLARK CORP., Neenah, Wis.  
Address nearest sales Office: 8 S. Michigan Ave., Chicago; 122 E. 42nd St., New York City; 510 W. 6th St., Los Angeles.  
Please send us 1935 PORTFOLIO OF KIMPAK.

MP-10

Company.....  
Attention of.....  
Address.....  
Our product is .....

**KIMBERLY-CLARK CORPORATION, Neenah, Wis.**

8 South Michigan Avenue, Chicago

122 East 42nd St., New York City

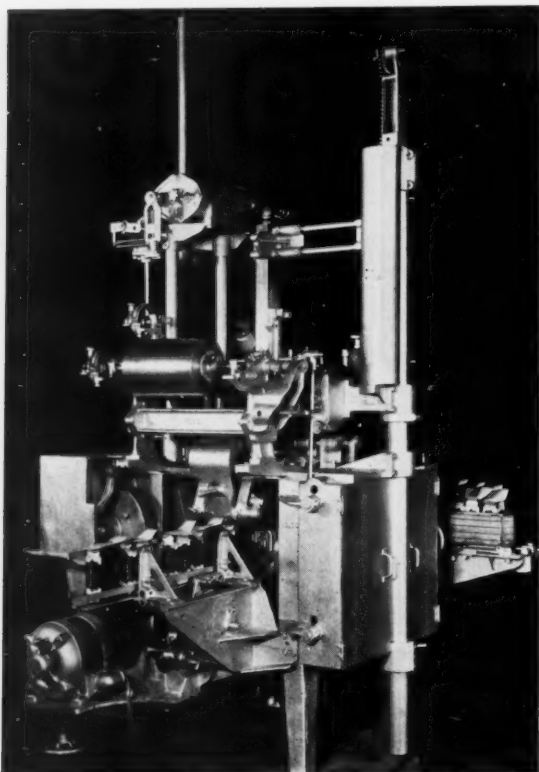
510 West 6th Street, Los Angeles

OCTOBER, 1935

75

## WRAPS AND CARTONS SEMI-LIQUIDS

The machine, shown in the accompanying illustration and manufactured by The Automat Molding & Folding Company, Toledo, Ohio, is now being used for the purpose of packaging lard in transparent cellulose and is said to also satisfactorily package such products as vegetable or mineral oils. The transparent cellulose is placed on the machine in roll form. The machine automatically forms a transparent bag sealed on the side with liquid adhesive and the bottom closed with a metal seal—a patented exclusive Automat feature. The product is accurately measured and deposited



through a tube into the bag. The top is then sealed with the same type of metal seal as the bottom. The filler and sealer are then placed in cartons as they are conveyed through the machine.

If desired, the machine may be equipped with an automatic carton-folding device and also an automatic device for closing the top of the carton after the transparent bag has been deposited into it. It is stated that many sizes of package can be produced on the machine by simple adjustments. The square or rectangular mandrel or tube around which the transparent cellulose container is formed may be changed in a few minutes, thus giving a container of different width or thickness. The length of the container is even more easily changed with a hand wheel. This may be done while the machine is in actual operation.

In the packaging of cooking compound or lard, the bag is made with a single wall of plain transparent cellulose. The machine, however, readily handles the moistureproof and heat-sealing types. With the regular standard equipment it also produces a double wall transparent cellulose container. This machine has also been successfully used in the packaging of such free flowing commodities as beans, salted peanuts, rice, tapioca, small candies, etc.

## BOTTLE WRAPPING MACHINE DEVELOPED

A low-priced machine for wrapping bottles in Cellophane, Sylphrap or other transparent cellulose sheeting is announced as the newest development of the Miller Wrapping and Sealing Machine Company, Chicago. Speedy and adjustable for several sizes, this machine has been tested and proved in actual production by a Chicago manufacturer of bottled merchandise.

## PEANUTS IN METAL BAGS

Société Salted Peanuts, a product of Imperial Candy Company, Seattle, Washington, have made their appearance on the market in a flexible metal bag. The new bag was designed and manufactured by Reynolds Metals Company and is printed in blue and yellow on a shiny silver background. Peanuts printed in yellow and brown appear on strips at the top and bottom of the bag.

The back of the bag bears the message "Société Salted Peanuts are kept fresh by this scientific Reynolds Metals package which prevents rancidity caused by light and staleness caused by moisture."

## FOR FILLING SAMPLE SIZE PACKAGES

A new type of packaging machine designed to fill powder or tablets into sample size envelopes has been installed by the C. E. Jamieson Company, manufacturing chemists in Detroit. This unit, designed by the Modern Packaging Machinery Company, Danville, Ill., may be called upon for a great variety of work because of the fact that the Jamieson Company turns out over seven thousand different pharmaceutical products.

The machine is an automatic double head filler, filling and sealing in one operation, and has a capacity of 180 envelopes a minute. It may be controlled through the filling hopper for any quantity from one to ten drachms. The size of the envelope may vary from one and three-quarters to two and three-quarters inch in width and from two and a half to four inches in height.

The envelopes are fed into the machine from two magazines at the side, being taken off by suction that holds them on the side or vertical face of the table, which rotates to perform the entire packaging operation. The magazines are cam controlled.

*(Continued on page 82)*

## Order for New Subscription

MODERN PACKAGING: Please enter the following

NEW subscription for which I enclose payment:

\$5.00 to cover one year ☐ \$8.00 to cover two years ☐

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Products Manufactured \_\_\_\_\_

Your position (or profession) \_\_\_\_\_

CANADA — \$7.00 — One Year

12.00 — Two Years

FOREIGN — \$6.00 — One Year

10.00 — Two Years

This is  
NOT  
an expiration  
notice

## RESERVE YOUR COPY NOW!

The 1936 edition of the PACKAGING CATALOG

A magnificent 400 page volume

A complete directory of the Packaging Industry

A necessary handbook for all Packagers

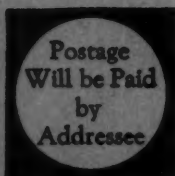
A copy of the 1936 edition of the PACKAGING CATALOG will be sent  
for \$1.00 only to paid subscribers to MODERN PACKAGING.

☐ Enclosed herewith extra \$1.00

☐ Canadian Subscribers \$2.00 (Includes Customs Duty)

(COPIES WILL BE READY FOR DISTRIBUTION EARLY NEXT YEAR.)





**BUSINESS REPLY ENVELOPE**  
FIRST CLASS PERMIT No. 2656, • Sec. 510, P. L. & R., NEW YORK, N. Y.

**MODERN PACKAGING**

**425 FOURTH AVENUE**

**NEW YORK, N. Y.**





We haven't changed  
our package in  
**SEVEN YEARS**

**Yet**  
**MODERN**  
**PACKAGING**  
**showed us how to save**  
**\$11,000**

That sounds like a paradox. But thousands of our subscribers testify to similar experiences every year... and back their testimony with paid subscriptions.

Consider your own case. You want to know what's new in your field, while it's still news. Modern Packaging brings this news to you... illustrating and describing every important new package, often in full color.

You want to keep abreast of the tide of new materials... the finer papers, the recently developed lacquers and varnishes, the special inks, the new box and carton boards. You want to know who is developing new packaging machinery, what it will do and how much it will save. You want accurate, concise, complete information of every factor that will affect not only your package, your product or your costs... but those of everyone of your competitors.

Even though you may never change the *appearance* of your own package, you need this one means of keeping in touch with the package world. Modern Packaging is the only medium which can bring you this information. Insure your getting Modern Packaging every single month. Clip and mail this card, TODAY.

## FOR YOUR INFORMATION FILE

**I**N new box coverings, The Marvellum Company, Holyoke, Mass., offers Icicle cretonne papers in eleven colors; also Kivar No. 5 in standard colors and finishes. The latter is pyroxylin coated, imitation leather, thoroughly waterproofed, and may be washed with soap and water—suitable for semi-permanent dual-purpose gift boxes and cases. It is popular with cosmetic and silverware manufacturers.

**I**N the cause of "Profitable Packaging," the National Metal Edge Box Company, 12th St. at Callowhill, Philadelphia, has just issued a 24-page booklet bearing that title. More than just a catalog, this booklet develops the "reasons why" and the advantages to be gained through the use of the Metal Edge method. The illustrations show the machines and their applications as well as actual boxes used by customers.

**T**HE STANDARD CONVEYOR COMPANY, North St. Paul, Minnesota, has just issued three new catalogs: "Conveyors by Standard," a general catalog of 40 pages; "Standard Pneumatic Tube Systems," and "Standard Gravity Roller Conveyors," containing 56 pages of detailed drawings, descriptions and illustrations of rollers, bearings, supports and frames.

**H**OW glass bottles are made is effectively summarized and illustrated in a 16-page pamphlet published by the Whitall Tatum Company, 225 Varick St., New York. This pamphlet has been printed in conjunction with the company's 16 mm. silent motion pictures on glass making which were released last year. This free motion picture service is available to all schools, civic or social organizations, clubs, conventions or office groups. Bookings may be made through any Whitall Tatum office.

**A**SURPRISINGLY large number of users of commercial glues and adhesives do not know that the majority of these materials today are manufactured from vegetable bases, according to Frank Greenwald, vice-president in charge of sales of the National Adhesives Corporation.

Even that sophisticated publication *The New Yorker* recently printed an item about envelope adhesives in which the writer commented that he "never licked envelopes, but sealed them with a moistened finger, having been told in his youth that glue was made from horses' hoofs." As a matter of fact, the adhesive on practically all envelope flaps—and on the seams as

well—is made from vegetable dextrine, Mr. Greenwald comments in reply to this.

As part of its extensive educational program to acquaint users of adhesives with facts about their use and manufacture, National Adhesives has issued an attractive brochure "Some Interesting Facts about Starches and Dextrines." This booklet explains the preparation of tapioca, sago, and corn starches (the principal materials used for adhesive and sizing purposes), from the growth of the natural plant to the refining of the finished starches, and their subsequent "conversion" into dextrines. Copies of this booklet will be furnished by National Adhesives to any interested persons writing to its headquarters at 820 Greenwich St., New York, or to any of the various offices.

**D**ORSETTE, a new line of box cover papers is now being introduced by Aldine Paper Company, 333 Hudson St., New York. This is an entirely new paper made under a secret process and is being offered exclusively by Aldine throughout the United States. Designs on these papers are said to be a distinct departure from previous methods of paper finishing, such as embossing, coating or decorating with colored designs. The process lends itself remarkably well to the creation of private designs including trade mark patterns. Aldine points out that without any additional cost they can now supply an individually designed paper to fit a certain product or in some way to express the individuality of a company, thereby creating an important advertising value.

**I**T would hardly seem necessary to "sell" a trade association, or to establish in the minds of individuals, who form a part of a particular industry, the benefits which may result from membership in such an organization. But, trade associations, as with any group which renders service, require the selling of the prospect regardless of how this may be done.

In a recently issued booklet, the National Paper Box Manufacturers Association—with the above purpose in mind—has marshalled together a series of well selected facts under the title "Weighing the Benefits of Membership in the N.P.B.M.A." These are presented in thoroughly readable form and include several charts and diagrams which show, at a glance, the accomplishment and aims of the organization in its service to the paper box industry. The arrangement and substance of this booklet offer, in the opinion of MODERN PACKAGING, a model for a presentation directed along the lines indicated—that of establishing the real worth of a trade organization.

**A**RTCOTE PAPERS, INC., has issued its annual sample book which includes a complete line of metallic coated papers and boards. Besides plain coated stocks in various weights there are several embossed patterns: Hammered, Celestial, Skytogen and Aurora in gold, silver and copper.

(Continued on page 81)

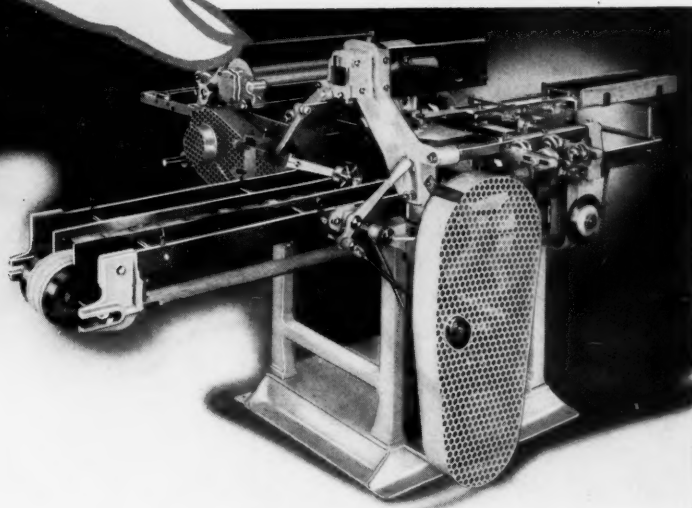


**HERE'S** the  
wrapping machine you've  
been looking for!

## LOW COST

Adjustable for a  
wide range of sizes

Speed 60 to 75 per min.



Wraps packages in Glassine, "Cellophane," Waxed Paper, Foil  
or Printed Wrappers cut from a roll . . . *Printed material*  
*registered perfectly by ELECTRIC EYE.*

Introduced but a few months ago, this new adjustable machine is already serving leading manufacturers of food products, drugs, confectionery, etc. It is the perfect answer to your demand for a *low cost* machine that has high production capacity and great flexibility.

The FA handles packages from 1½" to 12" in length, 1" to 5" in width, and ⅝" to 3¼" in height. Uses any type of wrapping material in roll form. When printed material is used, the machine is equipped with an Electric-Eye registering device which locates the printing accurately on the package. This device is adaptable to printed transparent material and also to *regular printed paper, foil, or other opaque materials*. Since roll material costs less than cut-to-size sheets, an important saving can be made on material costs.

In addition to wrapping the usual type of carton,

the FA can also wrap *certain types of open boats* in transparent material—such as are used for confectionery products. It can also be adjusted so that one end-fold of the wrapper extends slightly over the edge of the package, making an easy-opening tab.

If you are wrapping your packages by hand, this machine will quickly show you a large saving. If you have old machines which should be replaced, here is an opportunity to do it at an unusually low investment and with a decided improvement in your production efficiency.

*Write for complete information.*

### PACKAGE MACHINERY COMPANY Springfield, Massachusetts

NEW YORK - CHICAGO - CLEVELAND  
LOS ANGELES - MEXICO, D. F., Apartado 2303

Peterborough, England: Baker Perkins, Ltd.  
Melbourne, Australia: Baker Perkins, Pty., Ltd.







## IN BUSINESS TODAY

**Q**UICK thinking, abreast and ahead of competition, is necessary in today's business speed for sales. Good packaging, individually designed to reflect the product and the character of the company producing it, is essential for successful merchandising. Heekin has helped many manufacturers speed up their packaging ideas—without cost to them. And, Heekin Lithographed Metal Containers are outstanding for their strong, true, lasting colors. No matter your product let Heekin work with you on your packaging problems. The Heekin Can Company, Cincinnati, Ohio.

**HEEKIN**  
*Lithographed*  
**CANS**  
 WITH  **HARMONIZED COLORS**

## BREAKING TRADITION IN HOSIERY PACKAGES

**O**CCASIONALLY, a new, original thought breaks a long chain of traditional acceptance of design. Hosiery boxes have, as long as we can comfortably remember, always looked very much the same—black and gold decorations. In fact, hosiery manufacturers have been hard pressed to inject new ideas in the design of the package, because this tradition has been of long duration and so very limiting in scope.

At last a break has occurred in this monotony—Paul Ressinger's new Vanette box designed recently by him for the Baker Moise Hosiery Mills of Dallas, Texas, has just appeared in the windows and on the counters of stores throughout the southwest states. Here is a hosiery box which is distinctly different, a box which has been designed primarily for sales stimulation, but at the same time achieves an eminent position because of its composition and pattern.

The sales stimulation which immediately follows the introduction of the new Vanette box comes from the desire of the dealer to display the container in a prominent position; he selects his window, his counters and his show cases. Every time the dealer places the box in such an advantageous setting, the hosiery gains interest, for the box has been so designed that the activity of the background arrests the attention, whereas the more passive panel emphasizing the words "Vanette Hosiery" registers its meaning on the mind of the percipient. This box is distinctly based on sound thinking in the production of sales.

The box is as distinctly different in color as in design. Printed in two values of brown

ink and orange vermillion, the panel containing the lettering obtains the greatest prominence and, since it is the most important element, it is in the orange vermillion. The rich brown has an additional modish appeal for the color is a favorite one for women's hosiery. Here, then, is a definite, and constructive, break away from the monotonous and meaningless type of hosiery box.

The boxes have been introduced and backed up by a merchandising campaign of magazine, newspaper, radio advertising, and, dealer helps under the direction of the Johnston Advertising Company of Dallas. The enthusiasm with which retail dealers, distributors, jobbers, salesmen and the sales organization of the Baker Moise company have accepted the box in itself should be beneficial in producing and encouraging sales volume.



### FOR YOUR INFORMATION FILE

*(Continued from page 78)*

**A**LIDINE PAPER COMPANY, New York City, has announced the addition of Nebullon to its stock of distinctive box-cover papers. This creation, as the name indicates, has a nebulous or cloudlike appearance obtained through an intricate manufacturing process. In contrast to "solid" pearl-papers, such as "Mother of Pearl" or "Laidlon," this paper gets its unusual effect from clusters of shiny little crystals irregularly sprinkled on the surface of this stock.

"Nebullon" is available in a brilliant white and many attractive colors; its outstanding beauty and distinctive appearance cannot help but lend real character to everything for which it is used in the packaging field.

**M**OLDED PLASTICS is the title of a 2-color illustrated booklet of 22 pages issued by the molding division of Reynolds Spring Company, Jackson, Mich. Characteristics of all of the materials used by the company—Bakelite, Durez, Tenite, Plaskon, Beetle and Resinox—in its molding of products and packages are stipulated, and one finds in this book an intelligent presentation of the company's ability and facilities.

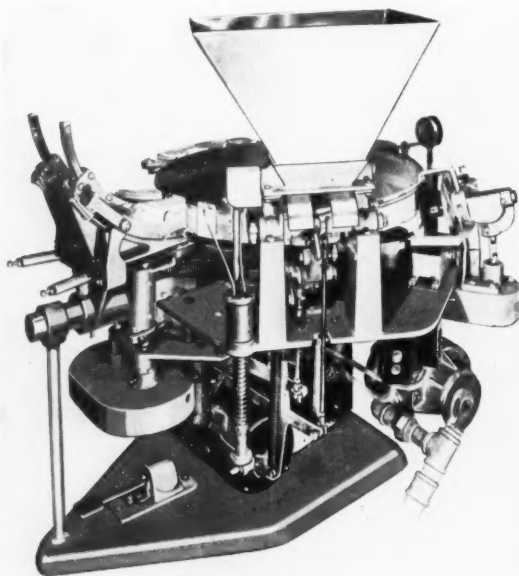
**A**NEW and interesting bulletin on "AWD" fully automatic washing equipment has been issued by the U. S. Bottlers Machinery Company, Chicago. This is extensively illustrated and fully explains the construction, operation and availability of the Model "AWD" Washers for handling different types of containers. This bulletin will be sent upon request by addressing U. S. Bottlers Machinery Co., 4015 North Rockwell St., Chicago, Ill.

## FILLING SAMPLE SIZE PACKAGES

(Continued from page 76)

Each envelope is held on the face of the table by two suction ports, there being 24 of these, fed from a central vacuum chamber, the vacuum being piped radially to the face of the table which is about thirty inches in diameter. Vacuum is maintained constantly on all ports except for about one-eighth of the circumference from the point where the envelopes drop off to return to the magazines. The vacuum remains constant at all times, even when the table rotation is stopped. If an operative error or imperfect envelope causes one to drop off the operator can be immediately warned of this by the sound of air rushing through the empty port. If two or three drop off, the suction is reduced to such a point that the automatic gear on the machine stops until the operator places a piece of cardboard over the empty ports, thereby restoring pressure.

The envelopes are opened by a jet of air, supplied by a separate piston pump, through a small tube which opens near the top of the envelope just beyond the magazines. Beyond this point is the filling hopper, located at the side of the machine. The envelopes are held open here by a pair of movable suction ports which come into position as the envelopes reach this stage.



Like most operations on the machine, the filling is performed upon two envelopes at one time, doubling the output of the machine. A pair of semi-circular cams operate underneath the hopper with scoops that take the predetermined amount of powder and dump it into the envelopes as the movable ports hold the envelope open. Suction is thus applied at this point to both sides of the envelopes.

The movable ports then release and the envelopes pass on. A guide rail projects from this point almost

half-way around the machine. The first operation is to crimp the envelope just beyond the hopper, folding down the flap over the glue wheel which is fed from beneath. The same guide rail then continues to fold the flap over by gradually lowering from its original position about one-half inch above the table to beneath its surface until the envelope reaches a belt which seals it. This belt is held in such position that it gives pressure to the envelope along the face of the table for almost one-third of the distance by a series of five pulleys. A final swipe is given to the sealing by a steel spring at the end of the pulley and the envelope then drops off into a container as the main port releases its vacuum pressure.

A vacuum gauge at one side of the machine shows the pressure, 20 to 24 in. being maintained constantly. The vacuum pump is located under the table of the machine which is thus a self-contained unit which may be installed in any location where power is available.

A 2-h.p. motor is required for the vacuum pump and  $\frac{1}{2}$ -h.p. to operate the table. One operator is required for the machine, engaged most of the time in filling magazines and removing the filled stock. Pulleys, glue wheels, magazines, filling hoppers and the movable suction ports are all operated by the single drive of the table. All parts are synchronized with the table operation, which is in stages rather than continuous, by a system of cams and gears.

## CONFERENCE COUNCIL APPOINTED

A packaging conference and exposition council has been formed to assist in developing definite plans for the conferences and clinics which will be held in conjunction with the Sixth Packaging Exposition at the Hotel Pennsylvania, New York, March 3 to 6, inclusive, according to Alvin E. Dodd, managing director of the American Management Association, which is sponsoring the exposition and the sessions. The council is composed of 75 members and includes leaders in trade associations, the packaging, packing and shipping industries, as well as a number of important package users and distributors, and is widely representative both geographically and with respect to companies, products, design accomplishment and specialized technical knowledge.

The 1936 Packaging Exposition will exemplify every phase of modern packaging, according to Mr. Dodd. The packaging of commodities, as well as the use of materials for packing and shipping, to facilitate their wider distribution to enhance consumer appeal, to provide preservation against climate and deterioration and to make possible popular enjoyment of what were recently "luxury" products, has become a factor of such consequence that it influences alert managerial science in all commodity fields today and has commercial, industrial, consumer and, very perceptibly, even, educational and sociological effects.

## CLASS RATHER THAN MASS BUSINESS

(Continued from page 55) these products, the two tubular models and the table model. In each, a metal foil background forms a reflector for the Masterlites—an advantageous as well as a characteristic setting. The displays also permit a complete sales story to be told at a single glance. A model, shown in the foreground of the tubular display, is "opened up" so that the observer is able to see all of the newly incorporated features. The table model display enables a showing of both sides of that type—one, as may be used for a soft night-light; the other as a bright searchlight beam. These displays are produced by the Latham Lithographing & Printing Company.

Aside from the utility appeal which these new Masterlites will have, their distinctiveness and unusual features tend to place them in the gift group, and offer the opportunity to reach both the "class" and the "mass" market. Making their appearance in packages and displays which are designed to bespeak inherent quality of product, aids further in putting these new flashlights on the road to another Eveready success.

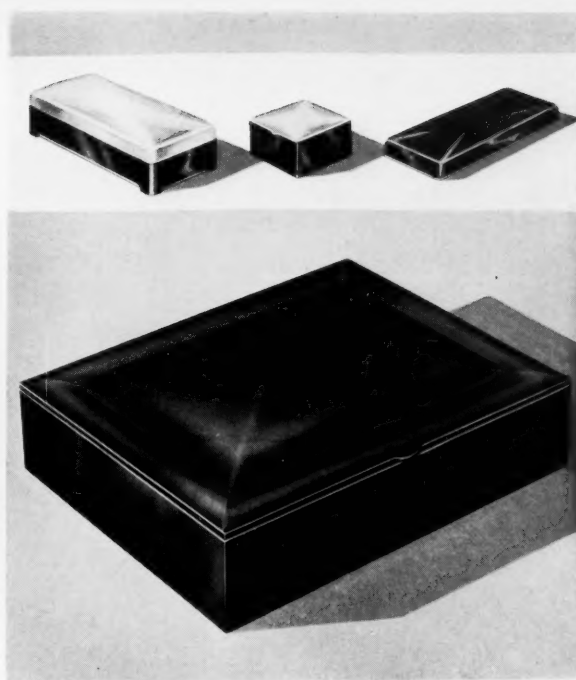
## BUILDING CONSUMER GOOD WILL

In a recently issued folder, Anchor Cap & Closure Corporation states the following reasons why Anchor D caps help to build consumer good will:

Method of sealing on the side of the container insures a tight, secure contact with the glass finish; avoids imperfections in the top edge of the container. The sealing gasket is odorless and tasteless, vulcanized for long life and accurately cut to insure perfect sealing results. With it there is no such thing as unsightly, saturated liners, for liners are unnecessary. The simple, one-piece construction eliminates sharp corners or corrugations; the one raw edge is embedded in the sealing gasket.

All caps are coated inside and out with a permanently impervious, baked-on lacquer to withstand the action of acids or alkalies. The flexing panel in the top of all caps takes care of expansion of the products in the container or the generation of internal pressure due to temperature changes. Tamper-proof, which prevents sampling, substitution, the accidental or deliberate introduction of air, moisture or deteriorating elements. The completely air-tight seal is suitable for vacuum packing, sterilizing, processing, hot or cold packing—whatever the method necessary for perfect preservation.

Caps remove easily with any of hundreds of types of standard hook bottle openers such as are found in every home. Then, by simply taking the sealing gasket out of the cap, the cap may be used as a cover for the container until the entire contents are consumed.



## ★ An American Record Plastic Molded Container Complements the Contents



The adaptability of plastic materials makes them the perfect medium for packaging. In size, shape and color, the container can be perfectly suited to the contents—custom molded in an individualized creation; or selected from the wide variety of American Record stock shapes and sizes, in an exclusive color choice for distinction with economy.



MOLDED PRODUCTS DIVISION



**AMERICAN RECORD CORP.**

PLANTS:

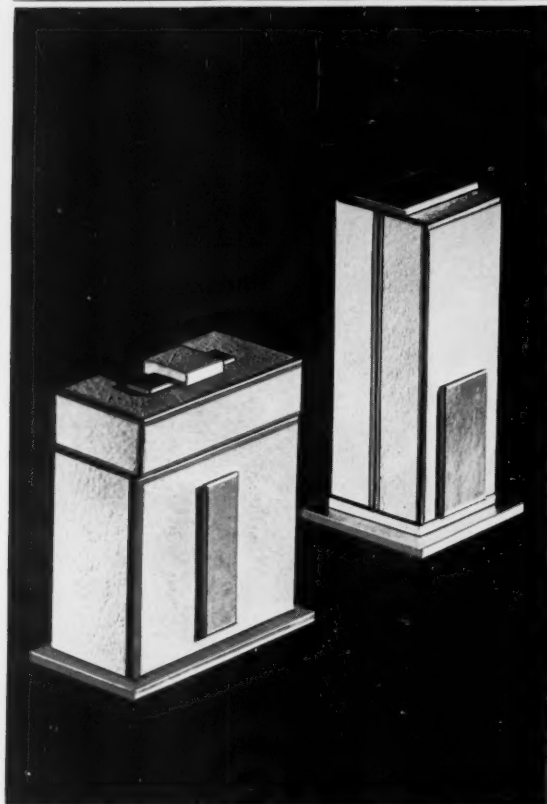
SCRANTON, PA. • BRIDGEPORT, CONN.

Executive and Sales Offices: 1776 BROADWAY, NEW YORK

Chicago : Detroit : C leveland : Hollywood



# BOXES STYLED BY FERDINAND BUEDINGEN



## Emphasis on the Valuable

Not every boxmaker can create in a box the impression of the value within. This is an art which is developed only through long and specialized experience.

During nearly half a century of producing very special boxes for the finer articles of commerce, Ferdinand Buedingen and Company have intensively developed this art. Every detail of Ferdinand Buedingen service—design, material selection and careful production—is mobilized for your requirements. Send us a sample of the merchandise for which you desire a box which must emphasize value. Your inquiry is very welcome and incurs no obligation.

# FERDINAND BUEDINGEN COMPANY

INCORPORATED

ROCHESTER - - - NEW YORK

## METAL BAGS FOR PEANUTS

The Tom Huston Peanut Company, Columbus, Ga., packer of the well-known Tom's Toasted Peanuts, has recently adopted a new means of packaging salted peanuts, as well as a new merchandise display container. The peanut package is a metal bag, printed in red and blue on silver. The merchandise display container is composed of metal-mounted board, likewise printed in red and blue on silver. Both products were designed and manufactured by Reynolds Metals Company.

It is stated that certain properties of the new peanut bags have made possible changes in the conventional



methods of merchandising this highly perishable product to the retail market.

In the past it has been necessary for the Tom Huston Peanut Company to display its merchandise on the retailer's counter in glass containers to prevent excessive take-backs due to rancidity caused by light and moisture. The protective properties of the metal bag permit the use of an open counter display which is said to reduce the cost of display equipment and permit more flexible distribution methods.

The new metal display container is of the square, raised-back type and contains 24 individual compartments which prevent the bags from tipping. By thus

holding each bag upright, the new display makes the last bag as easily available to the purchaser as the first.

It is reported that the new bag and display unit is meeting with popular favor. In many instances new outlets have been obtained where the product was not previously displayed. In other cases several locations have been secured in stores which formerly permitted only a single showing.

In the opinion of executives of the Tom Huston Peanut Company, the response of dealers and consumers has justified their efforts in pioneering this new type of peanut package. It is believed from present indications that the prolonged sales-life of the product will lead to changes in distribution and territorial coverage which will be of considerable benefit.

## ADDITIONAL NEWS

**Dr. Arthur Dehon Little**, chairman of the board of Arthur D. Little, Inc., Cambridge, Mass., died on August 1st.

**Harold S. Fuller** of Bicknell & Fuller Paper Box Company has assumed the presidency of the National Paper Box Manufacturers Association recently vacated through the death of Eugene E. Davis. The executive committee of the association now consists of Harold S. Fuller, chairman; William P. Datz, Jr.; W. Buford Dickerson; Clarence M. Owens; Charles F. Sprague; Allen K. Schleicher.

Machine shops of the **Continental Can Company, Inc.**, are now busy building machinery for the manufacture of tin cans for beer. The company has been working on the development of a tin container for beer over the past two years, during which period experimental packs have been made in various breweries. Based upon the success of these experiments, the company is pushing the development as rapidly as possible.

The company expects to have two separate and distinct types of tin cans available for the packing of beer, one being similar to the standard packer's can used for fruits and vegetables and the other having a cone shaped top with a cap similar to that now used on beer bottles.

**DOUBT** that canned California wine, widely publicized in reports originating in New York, will be offered on the market for some months to come—or at least this year—has been expressed by Harry A. Caddow, secretary-manager of the Wine Institute, in replying to inquiries on the subject.

Mr. Caddow states that he has investigated published reports of projects to pack wine in cans, and has found only one concern in California which states that it is definitely planning such a move. This company, located at Elk Grove, California, states that it will not offer its product until next year.



"Help Yourself, Madam—"



Multiple Shelf Counter Display  
for Small Packages



"See the Merchandise Not the Rack"



Counter Space Saver—rotating

## PROFITS BEGIN with the EXTRA SALE



"It's the Nuts" says this rack

The retailer knows that the easiest profit comes from the purchases people do not intend to make when they come into a store. These extra sales are made from Union Floor and Counter Displays. Dealers particularly like the strong, dependable, modernized Union Display Racks.

For that reason, Union Display Racks are a very effective and inexpensive way to get dealers to accept your product and to push them. Union Displays cost very little—they're low-priced, high-powered sales promotion. Write for details, suggestions, pictures, prices—NOW!

UNION STEEL PRODUCTS CO.,  
521 Berrien St., Albion, Mich.

# UNION DISPLAY RACKS

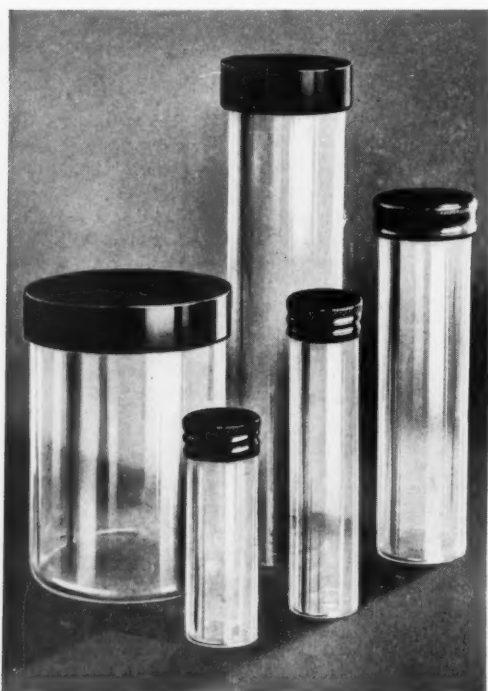


Richmond Baking Company recently expanded its marketing operations to include distribution through independent and chain grocery stores, delicatessens and food shops. Formerly its crackers and cookies were sold direct to consumers through house-to-house wagon salesmen. Recognizing such a change would require a different appeal in its packages, revisions were made. Here are shown the old and new packages—the latter designed and produced by Richardson Taylor-Globe Corporation—for Butternut Dutch and Chocolate Almond Cookies

## METAL DISPLAYS

(Continued from page 47) times followed. Here the display is first die-cut from plain, uncolored, unfinished metal and assembled in this state. The finished assembly is then spray coated with paint very much in the manner in which automobile bodies are painted.

Decoration or lettering is then applied by the use of silk screen stencils. While this is, of course, a more limited decorative process, a good artist can attain some amazing color effects in poster-like design with flat colors. Such display stands are usually made of welded construction, a process which is impossible in the case of lithographed displays because the heat of



## VIALS-BOTTLES SPECIALTIES-TUBES

## "processed" LABELS—

—an integral part-of-the-package—

ADD DISTINCTIVE PERSONALITY TO

# Hycoloid containers

These clear, sheer, colorful vials illustrate the beauty of line, dimension and transparency that form the "buy me" appeal in the finished product. YOU get them with your one-two-three, or four-color label processed into the glistening surface of Hycoloid.

Fill them, cap them, sell them, and feel secure that everyone of them will fulfill their mission *better* than any other container available. Hycoloids are lighter than glass—80% lighter—and they won't break. You'll discover their better-than-ordinary qualities when you write for samples.

**HYGIENIC TUBE & CONTAINER CO.**  
42 Avenue L., Newark, N. J.

welding would destroy or permanently mar the lithographed finish. Wherever riveting or lugging together of various sections would be undesirable and wherever great strength is wanted (as in the case of large cracker-box stands) this spray-painting and welding process is used. A number of finishes can be obtained with paints or lacquers including bright, dull, crinkled, suede, etc.

Finished displays are usually packed individually for shipment to the plant of the manufacturer who will sponsor them or to chosen distributing points. Often, manufacturers then find it economical to stock the display with merchandise before shipping it to dealers, thus placing much more weight within a given area.

All of the illustrations accompanying this article are shown through the courtesy of the American Can Company.

## NEW RIP STRIP CAN

An invention which relates to a new and useful improvement in tin containers and more particularly to an hermetically closed can provided with a rip strip for easy opening is embodied in patent No. 2,002,072, issued to John M. Abrams, 920 77th St., Brooklyn, N. Y. This provides a rip strip whereby the top may be removed from the lower portion of the can, the top then serving as a reclosure. In one form, the protuberances are provided on the upper portion of the sidewall of the can body below the score lines and the cover is adapted to be sprung over these protuberances upon reclosure of the can. In another form, the protuberances are provided above the score lines and form part of the cover when the rip strip is removed.

A still further object is to provide a reclosure cover with a substantially vertical annular wall, adapted to come in behind the upper portion of the can body when the rip strip is removed, the wall backing up the upper portion of the can body against inward pressure.

A feature of the can is the provision of a temporary paper collar or collar of other suitable material, this collar extending behind the score lines, so that when the rip strip is torn off, the contents of the can will be prevented from overflowing. A gasket is also provided outside the annular wall of the top to ensure a tight reclosure.

**Walter Treat Walker**, vice-president in charge of sales of the Kimble Glass Company died suddenly at White Sulphur Springs, West Virginia, Wednesday evening, Oct. 2. Mr. Walker was fifty-two years of age, a graduate of the Sheffield Scientific School of Yale University, and a member of the Yale Club of New York City, and the Penn Athletic Club of Philadelphia. Mr. Walker was also a charter member of the American Legion, having served in the Air Section of the United States Signal Corps with the rank of captain.



## OH NO! ALL FIBRE CANS ARE Not ALIKE

If it's just utility you want . . . just something to serve as a container and nothing more . . . there is little difference between the fibre cans you choose. • But if you have an eye for merchandising value as well as utility, you will recognize a distinct advantage in the modern styling which is added to the sound construction of Ritchie Fibre Cans. • Ritchie designers have helped many manufacturers to obtain striking fibre can styling . . . with individuality all their own . . . the type of package that does credit to the product . . . that stamps it indelibly in the public mind. You, too, will find Ritchie Fibre Cans a valuable aid in your merchandising efforts . . . and not a costly one.

Send for "PACKAGES THAT SELL"

*A review of what's new and practical in modern package styling. Write for a copy. No obligation.*

## W. C. RITCHIE AND COMPANY

PAPER BOXES • ALLIED PRODUCTS • FIBRE CANS

8849 BALTIMORE AVENUE • CHICAGO

New York      Detroit      Minneapolis      St. Paul  
Los Angeles      St. Louis      Ft. Wayne

OCTOBER, 1935 87

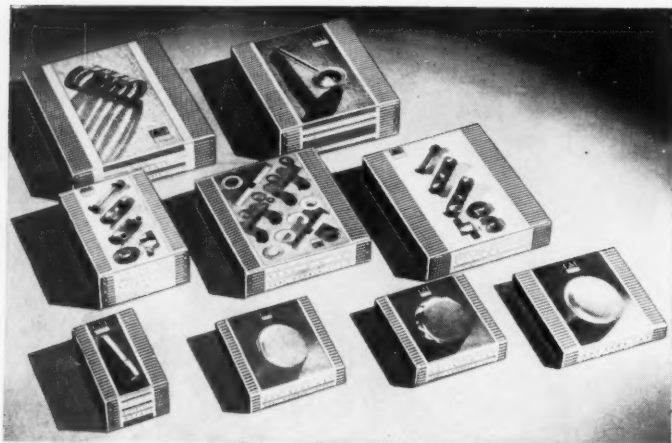


**F**OR several years the American Can Company has pursued a fundamental and extensive program of educating the retailer, believing that the more the grocer knows, the more intelligently will he represent the canning industry to women who come into his store. In line with this policy, American Can has recently issued a guide book, "Ways to Sell More Canned Foods," which is being nationally distributed to the grocery trade. Incidentally, a previous book, "Selling Facts Worth Knowing about Certain Canned Foods," was distributed, on request to several hundred thou-

sand independents, grocery chains and wholesalers.

The new book is profusely illustrated and the text is easily readable and most informative. There are ideas for effective displaying of canned products, etc.

**D**ESCRIBING roll leaf feeding attachments (1-draw and 3-draw models) manufactured by the Peerless Roll Leaf Company, Inc., is a newly issued bulletin. With these attachments it is possible to stamp gold and color foil in one operation. Installations are easily and quickly made.



All auto parts need protection, but bearings require extra protection to reach the customer in perfect condition. When the new General Motors Parts Corporation cartons were designed, protecting and easy recognition of "genuineness" were the principal objectives.

The success of the company in securing such a design is evidenced by the accompanying illustration. R. V. Wright, of the Parts and Accessories Department of General Motors Parts Corporation writes: "We feel that our new style cartons are a great improvement in construction, giving not only better protection to the product but also preserving the appearance of the packages which has been so carefully taken into consideration in the original design." These General Motors cartons were produced by the Campbell Box and Tag Company



## WEIGH—FILL—SEAL—AND PACK

3000 cartons per day on the **TRIANGLE ECONOMY PACKAGER**  
for a total labor cost of less than  
**\$2.50 per day.**

Here is the fastest, simplest and least expensive package machine of its kind. It seals top and bottom, fills and collects cartons for packing at the rate of 3000 a day—with only one operator!

This Triangle Economy Packager accommodates all size cartons, requires little floor space and is installed in your plant for 30 days trial.

Take advantage of the liberal FHA term purchase. Low monthly payments over a period up to 5 years. Pay for the machine out of savings

*Get the facts! Write to-day!*

**TRIANGLE PACKAGE MACHINERY COMPANY**  
907 N. Spaulding Avenue, Chicago

50 Church St., New York  
Box 1235, Atlanta

316 Clay St., San Francisco  
Foreign Office: 44 Whitehall St., New York

### TRIANGLE ECONOMY PACKAGER

## THE TACTILE QUALITY IN PACKAGE DESIGN

BY FABER BIRREN

SOME time ago a manufacturer of soap flakes got out a new package. In design, style and color it was as different as day and night from its predecessor.

Yet when it got out into competition it flopped!

I am a colorist by profession and have worked a lot with packages and package designers. The failure of this particular job stumped most of us. But it brought out a forcible lesson.

The design was modern. It consisted of well-balanced areas of red and blue, but with severe lines and one sharp arrow-like point. It was beautiful, but it lacked a tactile appeal. Tactile, according to Webster, means pertaining to the sense of touch. The package in question just couldn't be touched. It would cut your fingers, so to speak, and slash clothes to bits in the washing machine.

Packages must appeal to the senses—and touch is one sense. I have a formula for design which I personally respect in approaching my own problems.

First, the package must attract attention. This is a task largely met by color.

Second, it must put over its message. What is it? This is a task largely met by typography.

Third, it must seem appropriate to its contents. This is where design and conception come through and ring the bell.

Fourth, the package must invite detailed inspection and *handling*.

And fifth, it must be of sound materials and permanent color mediums.

Modern package design hasn't paid enough attention to the tactile quality. The designs of many containers seem too keen and harsh. Instinctively you hate to pick them up, even though you may be attracted by simplicity and color. You dislike the sharp "feel" implied by the use of razor-like edges, points and acute angles. The packages perhaps do a good visual and emotional job—but they fail right at the point of final handling.

Egmont Arens made this clear in one of his talks on streamlining. He referred to the New Mexican Indian and his art of pottery. Beauty to the native was tactile as well as visual. He examined the pottery with his eyes. But his final test came when he let his fingers toy with the shape, observing its smooth texture, and its graceful curved form.

How many things appeal to the *eye* because they suggest delights to the sense of *touch*? A chromium headlight, a duck pin, a bald head, certain wine bottles, a baloon, the jowls of an English bull dog—and, more esthetic, a Grecian torso, a marble column, a crystal globe.

Most packages may be square. But in design the tactile quality can be respected by making use of soft lines, graceful movements in composition, shiny and dull ink



*"There is  
the difference!"*

**LOTOL GIVES  
STRENGTH  
•  
FLEXIBILITY  
•  
RESISTANCE  
TO MOISTURE**

Cartons and bags made of LOTOL processed paper, then sealed with LOTOL are as nearly moisture resisting and burst-proof as it is possible to make them of paper.

LOTOL greatly increases the strength and toughness of paper—it has very definitely demonstrated its superiority as a sealing material. Unlike glue, it sets quickly, is impervious to temperature changes, is unaffected by water. It makes a permanent seal which cannot be opened without destruction of the package.

The application of LOTOL to the betterment of your product is well worth your immediate and serious consideration. Any reasonable quantity necessary for test purposes will be supplied without charge or obligation. In special cases where natural Latex is necessary, we are in position to supply all types. Why not tell us about your problems?

**LOTOL**  
PROCESSED LATEX

**NAUGATUCK CHEMICAL**



Division of United States Rubber Products, Inc.  
1790 Broadway, New York, N. Y.

# MAKE YOUR IDENTITY STICK

by *Ad Hesive*

Ad. says: The new folder issued on Star Bottle Labeling Glue No. 147 tells how to make your label, which is your identity, stick to the bottles or jars rather than litter up shelves, refrigerators and floors. This folder is yours for the asking.

Star wrapping glue for the paper box trade requires no preliminary preparation. It can be melted right in the glue pot, prevents warping and blistering, and, because of its high concentration, is very economical.

We have increased our facilities for the manufacture of Star Adhesives by taking over a factory in Brooklyn, and opening an additional factory in Philadelphia.



The Star line includes Adhesives for every type of packaging work. Star Adhesives make your Identity stick.

## BINGHAM BROTHERS COMPANY

(Founded 1849)

Adhesive Manufacturers

406 PEARL ST., NEW YORK, N. Y.

ROCHESTER, N. Y.  
980 Hudson Ave.

BALTIMORE, MD.  
131 Colvin St.

PHILADELPHIA, PA.  
521 Cherry St., and Emerald & E. Hagert Sts.

ATLAS GUM & SIZING COMPANY, INC.  
Bush Terminal No. 1, Brooklyn, N. Y.

and stock textures. It is no simple job to make a package invite handling. Yet this ideal is impossible to attain if the designer thinks in terms of human eyes alone and not human fingers. The package does not have to be "tactile" literally. However, it can imply softness in its visual impression.

The point, to my mind, is well raised and involves one criticism to be made against Modernism and all its severity.

## MODERN PUBLICITY 1935-1936

The Studio Publications, Inc. (\$4.50)

This year's edition of *Modern Publicity* continues its service to the advertising profession, plus a further extension of its usefulness. It is addressed to the man who does his own advertising, considers some of the essentials of success and some of the pitfalls along the way.

Contents include a review and forecast of publicity by authorities dealing with pictorial advertising, typography and layout, copy writing, photography, package design and new media. There is also "An Advertising A B C," by F. A. Mercer, and four sections of illustrations—over two hundred line and half tone illustrations showing not only details of art work but also planned series and campaigns, accompanied by descriptions of effects aimed at and results obtained.

Especially interesting to us are the packages illustrated and described—more extensive and, to a greater degree, a better selection than those included in previous issues of this book.

**John A. Silver**, vice-president of the F. J. Stokes Machine Company, has just returned with Mrs. Silver from an eight weeks' stay in England. Mr. Silver spent considerable time visiting plants in the various fields served by his company and in conference with its British agents.

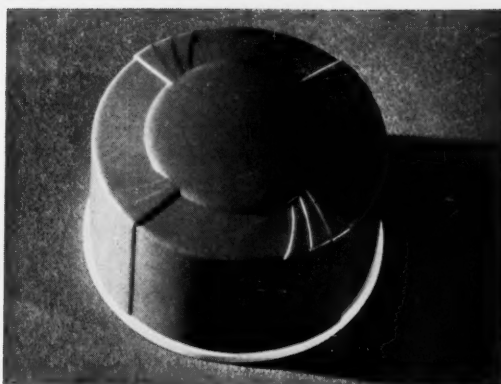
**John G. Ruckelshaus**, for several years prominent in designing and selling simplified motion display devices, is now identified with The United States Printing & Lithograph Company, in merchandising its new Controlled Contact Battery Unit in conjunction with its lithography. Mr. Ruckelshaus comes from Motion Displays, Inc., a division of Mergenthaler Linotype Company. He is located at the New York offices of the United States Printing & Lithograph Company. He is also marketing a line of Ace rotary display tables through the Oiljak Manufacturing Company, Montclair, N. J.

**R**ECENT offerings of the Hazen Paper Company, Holyoke, Mass. include "Loomlite" papers in eight colors. These simulate a coarse linen appearance and are said to be washable and sunfast. Also "Diagonal Sheer Sheen"—in twenty-one shades including metallics. The name of these is fully descriptive for the papers reflect life and action.

# Dainty Plastic

## COSMETIC CONTAINERS

FROM STOCK



Your powders and rouges and other cosmetics offered in dainty plastic containers will sell more quickly. Customers prefer these beautiful plastic boxes in clear pastel shades. And you can get your requirements quickly supplied from stock. The ample molding facilities of Kurz-Kasch insure deliveries which enable you to take rapid advantage of this selling season. Write for prices and full information.

*The* KURZ-KASCH *Company*

DAYTON, OHIO

NEW YORK  
DALLAS

CLEVELAND  
ST. LOUIS

LOS ANGELES  
MILWAUKEE

DETROIT

CHICAGO  
TORONTO, CANADA

MOLDERS OF PLASTICS



IT'S CLIPLESS!  
the COLTON  
CLOSURE.

This modern method of sealing and closing collapsible tubes is a marked improvement over the old method of sealing with clips.

Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads.

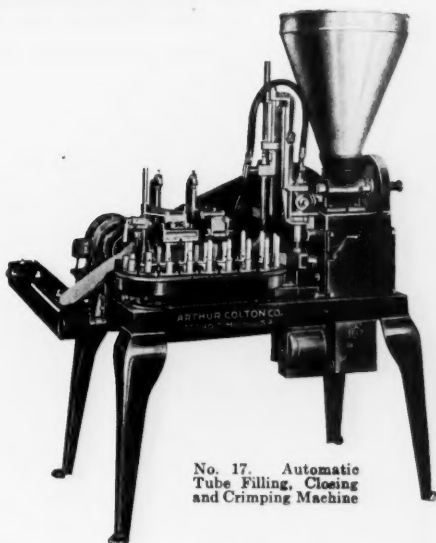
A descriptive folder fully describing the Colton Closure sent on request.

ARTHUR COLTON CO.

2600 JEFFERSON AVE., EAST

DETROIT

MICHIGAN



No. 17. Automatic  
Tube Filling, Closing  
and Crimping Machine



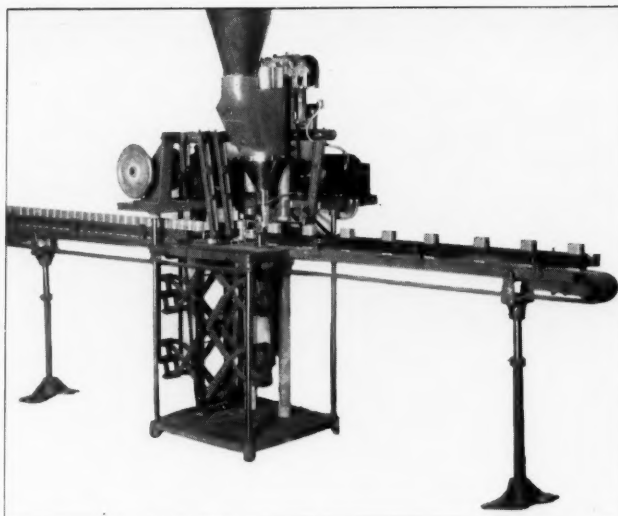
*Fill*

**30 to 60 PACKAGES  
PER MINUTE**

*Cut*

**25%\* OFF COSTS**

This new, automatic Linomatic Packer represents the last word in powder filling equipment. It provides high speed, consistently accurate, *dustless operation* . . . filling cans or cartons at a speed of from 30 to 60 per minute. Automatic controls insure stopping of the feeder mechanism if no can is in position. When can enters, feeder starts. Dust proof ball-bearings insure enduring service and accuracy. One piece steel augurs can be instantly changed, without tools, for different sizes. Capacity can be



varied to suit requirement. Investigate this money-saving, time-saving machine today. Write us for full information.

\* Including labor and shrinkage.

**NEW LINOMATIC PACKER**

**FRANKLIN STEEL WORKS**

JOLIET (Rockdale) ILLINOIS  
50 Church St. New York



Hardware Box



Bliss  
No. 4 Box



Regular Slotted Container

## The BLISS BOX and BOTTOM STITCHER

is suitable for stitching all kinds of set-up boxes, display boxes, telescope boxes, and small cartons. Also stitches No. 4 Bliss Boxes and bottoms of regular slotted containers. An especially popular stitcher in plants using a variety of shipping containers.

Quickly changed from box to bottom stitcher by lowering box arm and setting post in position. Forms and drives as many as 400 stitches per minute.

Ask us for complete information.



*Stitched Boxes are Strongest*

**DEXTER FOLDER COMPANY**

28 W. 23rd STREET, NEW YORK

CHICAGO

PHILADELPHIA

BOSTON

CLEVELAND

ST. LOUIS

H. W. BRINTNALL CO., San Francisco-Los Angeles-Seattle

## DIVIDING THE ERRORS

THE EDITOR.

Sir:

It has been brought to our attention by the Kraft-Phenix Cheese Corporation that the wording of the caption which accompanied the illustration of the Kraft Cheese Selling Unit on page 56 of the June issue of MODERN PACKAGING might be open to misinterpretation and does not reflect the actual facts in connection with the development of the Kraft Cheese Selling Unit.

Our letters of April 26 and May 3 indicated to you that the rack had been designed "...by us, following suggestions made by Allen A. Wright, assistant advertising manager of Kraft-Phenix Cheese Corporation." We should have made it clear at that time that the design of the Kraft Cheese Selling Unit was developed and perfected by the Kraft-Phenix Cheese Corporation, the various models being made by this company in accordance with their suggestions and the Kraft-Phenix Cheese Corporation has applied for patent on the completed design.

The caption also contains an inaccuracy in mentioning Allen A. Wright as advertising manager of the Kraft-Phenix Cheese Corporation. John H. Platt is advertising manager of the Kraft-Phenix Cheese Corporation.

Niles, Mich.  
Sept. 21, 1935

Michigan Wire Goods Company  
Jess M. Lindsley



Mickey Mouse, the salesman, again does his stuff, this time for the American Hard Rubber Company which is backing the Mickey Mouse Comb. The display illustrated holds six combs; Mickey, popular price and the "individual attention" appeal do the rest

## UNIFICATION IN NEW ABRASIVE PACKAGES

(Continued from page 41) form in all colors and sizes, and takes a circular form when used for the "blotters" pasted over the center grinding wheels. And there is a uniform adherence to lettering, without illustration, except in two instances.

On the packages of the natural abrasives—those quarried out of the White Mountains of New Hamp-

# Save Money

**65% on your LABOR COST**  
...and...  
**75% on your MATERIAL COST**



## WITH A CHAMPION BOTTOM STITCHER HAVING THE NEW ADJUSTABLE SINGLE TREADLE CONTROL

**LABOR SAVING.** . . . No Forms, Weights and Presses required to seal bottoms of Shipping Containers. An average operator with a Champion Bottom Stitcher will easily wire stitch the bottoms of *three* containers in less time than it takes to apply silicate of soda and gummed tape on *one*.

**MATERIAL SAVING.** . . . 8000 wire staples costing approximately 30c will fasten the bottoms of 800 containers (averaging 10 staples to each container). 600 feet of gummed tape at same cost will seal bottoms of only 200 containers (averaging one yard of tape to each container).

**AND HERE'S HOW TO PROVE IT WILL CUT YOUR COSTS**

### Invitation

#### To Every Responsible Concern

We are so proud of the new Champion Stitchers . . . so confident of the superiority of their Performance and Economy . . . that we invite you to make an "on-the-job" test . . . with your own Shipping Containers, under your own roof, with your own operator.

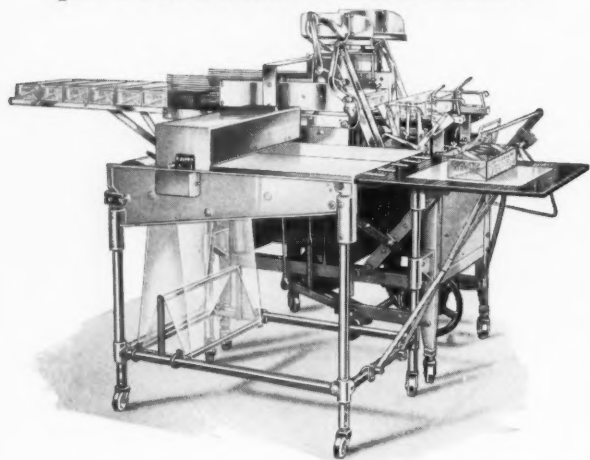
#### AND CHAMPION ALSO GIVES YOU

1. Stronger shipping containers.
2. Avoid customer complaints.
3. No messy glue or no time killing gummed taping methods.
4. Speeds up shipping.
5. Requires less floor space.
6. You purchase flat cartons cheaper.
7. Assemble cartons as needed.
8. Dependable performance.
9. Low operating cost.
10. Extra rugged construction.

**HOFFERT MACHINE COMPANY**  
716 Mead Street  
Racine, Wisconsin

# ALIVE to Modern Needs!

## MILLER Offers Flexible Low-Priced Wrapping Machines for PACKAGES—BOTTLES



**PACKAGES**

The "Miller" adjusts in 5 minutes or less for packages from 2½ to 17" in length, 1 to 7" in width, ½ to 3½" in height. Packages larger or smaller handled at slightly higher cost. This machine wraps five to eight thousand packages per eight hour day in cellulose, waxed paper or foil.

**BOTTLES**

The Miller Bottle Wrapping Machine wraps bottles of many sizes and shapes (except round) in cellulose. It changes over from one size bottle to another very quickly, wrapping from five to eight thousand per eight hour day.

Write for full information.



**MILLER WRAPPING &  
SEALING MACHINE CO.**  
14 S. CLINTON STREET, CHICAGO

shire—there is retained the well-known P-Pike-Fish trade mark, which has been standard for nearly a century as a mark of quality in this line of materials. In greatly reduced size, however, to insure the maximum of white space and the maximum of readability of the new label, it now occupies the lower left-hand corner of the labels and packages designed by Mr. Allen, rather than the larger, more conspicuous place it held before.

Color schemes identifying the various groups of products vary greatly to increase their effectiveness in distinguishing many cartons of the same size but with different contents, from each other.

For India oilstones, for instance, the combination is dark brown on light yellow brown. For the new Crysolon—artificial oilstones of silicon carbide—scarlet lettering and a scarlet frame design on a pearl gray ground. For Arkansas oilstones, the predominating color is dark green on lighter green. For Lily White Washita, ivory on dark blue, etc. In the scythe stone group, for instance: Alundum is scarlet on deep yellow; Indian Pond, dark green on yellow.

Displays for each group of products carry out their colors. And each brings out a neat, distinctive grouping of the article to be sold. In our opinion, the excellence of the displays for this project far outdistances even the excellence of the individual packages.

Three unusual displays stand out from the group. The first is the easel-type display for a single household knife sharpener—the Kantbreak Knife Sharpener. In two shades of blue, gradually toning into pale yellow, this stand centers attention of the observer on the sharpener both by means of its colors and by means of its triangular design, with the base at the top and the point at the bottom.

The second is the "log house" display, in light rose beige printed in dark red, for unpackaged pocket stones. In this vertical box-like stand the stones are held in place by means of strips of pasteboard forming an outside "picture frame" for the inside vertical box. The stand is so compact that it takes a space scarcely five inches square on the counter. Yet it holds, neatly and against a good background of color, forty-eight pocket stones.

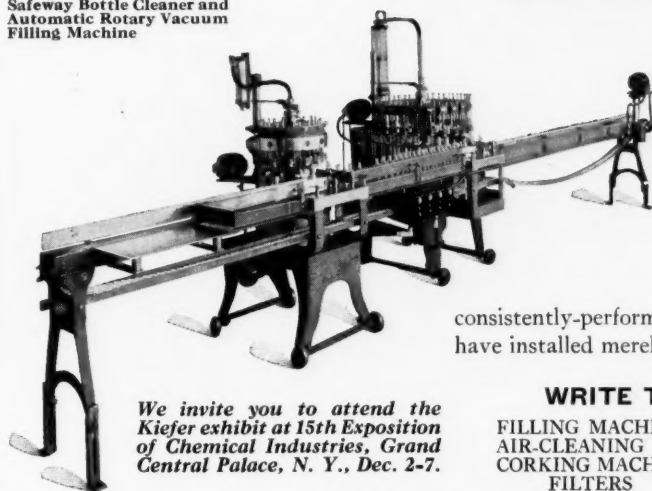
The third, probably the most unique, is the "pilfer-proof" display for packaged pocket stones. This, in the shape of a horizontal oblong, has a center panel on which is printed information about the sharpeners, and two wings, each holding a dozen boxes. Out of each wing one can extract the individual boxes only through an aperture at the side and near the bottom. This makes them practically "pilferproof," and does much to eliminate the problem of petty thievery which so constantly cuts hardware profits for the retailer. Other displays are in more familiar forms. Many are packing boxes, with the card attached for a back display. But all are consistent with the packages enclosed, and are unusually simple as well as effective.

To The Warner Brothers Company goes the credit for the manufacture of the boxes and cartons used for Norton Abrasives.

# JOIN HANDS WITH KIEFER!

## Let's work together to solve your BOTTLING PROBLEMS

For perfectly cleaned, accurately, neatly filled bottles at high speed. The Kiefer Safeway Bottle Cleaner and Automatic Rotary Vacuum Filling Machine



We invite you to attend the Kiefer exhibit at 15th Exposition of Chemical Industries, Grand Central Palace, N. Y., Dec. 2-7.

No matter whether large or small, we can "lick" your problem, increase your production, save labor . . . and give you bottles that are perfectly cleaned—accurately and neatly filled, closed and finished.

PERFORMANCE beats promise all hollow. Rely on the Kiefer 30-year reputation for *dependability, accuracy, efficiency, economy of cost of machine and of performance, durability* which will mean a sturdy, consistently-performing machine for you long after the one you might have installed merely on "say-so," has been consigned to oblivion.

### WRITE TODAY FOR KIEFER CATALOGS:

FILLING MACHINES	RINSERS	CONVEYORS
AIR-CLEANING MACHINES	PACKAGING TABLES	
CORKING MACHINES	SCREW-CAPPING MACHINES	
FILTERS	PUMPS	PERCOLATORS

### THE KARL KIEFER MACHINE CO.—CINCINNATI

P. Jorgensen  
311 California Street  
San Francisco

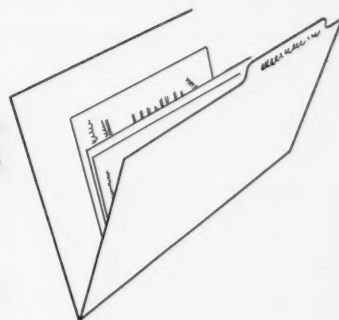
A. J. Sterling  
225 Broadway, Room 1209  
New York City

M. C. Finn  
10 High St.  
Boston

T. C. Kelly  
222 W. Adams St.  
Chicago, Ill.

G. S. duMont  
Windsor House, Victoria St.  
London, England

## A VALUABLE FILE of ADHESIVE EXPERIENCE



We have learned by experience, and we have carefully filed for daily use the results of that experience in making adhesives. Out of this experience we think we can find a satisfactory solution for your adhesive problem. Make us prove it.

Your inquiry welcome without obligation.

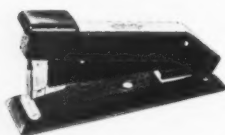
**UNION PASTE CO.**  
200 BOSTON AVE MEDFORD, MASS.



## A COMPLETE LINE of Modern Machines for FASTENING, TACKING ATTACHING, SEALING



STAPLES



FASTENERS



AUTOMATIC  
HAMMERS



HEAVY DUTY  
FASTENERS



STAPLERS

STITCHERS



Bostitch machines and Bostitch staples are used throughout the world for many kinds of manufacturing, box making, labeling, wrapping, attaching merchandise to display cards, as well as for fastening correspondence, memoranda, etc.

Stapling is the quickest way of fastening two things together securely, either temporarily or permanently.

For complete information about this modern method of fastening, write direct to the world's largest maker of wire staples and stapling devices.

### BOSTITCH SALES COMPANY

56 E. Division Street  
EAST GREENWICH, R. I.

Gentlemen:  
Please describe Bostitch methods  
of .....

Name

Address

City

State

MP-10

## GIFT WRAPPING MANUFACTURER SPONSORS ART CONTEST

To encourage young artists to apply their talents to a practical problem in the field of commercial design, The Crystal Tissue Company, Middletown, Ohio is sponsoring a design contest which will involve the expenditure of \$600.00 or more in cash prizes.

The contest, according to announcements just released, is open to all artists and to all students in art schools and art departments of colleges and universities. The designs submitted must be suitable for use in making fancy printed gift wrapping papers of the type now widely used. The contest closes Nov. 4, 1935, and shortly thereafter the following prizes will be awarded:

For the best sketch submitted	\$50.00
For the second best sketch submitted	25.00
For each usable design accepted	10.00
(It is expected that 50 or more designs will be purchased)	
For 25 honorable mentions, 25 attractive assortments of Crystal tissue gift wrappings	

Full details of the contest are given in the printed sheet of rules now being distributed by the sponsors. These are available on request.

The judges of the contest are Siegfried Weng, director, Dayton Art Institute, Hugo Wagenseil, head of Hugo Wagenseil and Associates, advertising agency, and Henry W. Vogler, advertising manager, The Crystal Tissue Company, Middletown, Ohio.

**I**N the article "Take a Tip from the Stationer," which appeared in the August issue, inadvertently one of the packages described was referred to as the "Aristocrat" vellum package. This should have been designated as the Autocrat vellum package. We are glad to acknowledge this error and make a correction.—Editor

## WANTED - - A PURSE-SIZE DROPPER BOTTLE

*(Continued from page 54)*

Two roads lie open to the manufacturer who would change his dropper bottle to one of purse or pocket convenience or who would introduce a new nose-drop preparation such convenience. He might, if volume permitted, have a private mold bottle designed along any of the several lines here shown. Or, for testing purposes, he might adopt one of the stock-mold bottles now prepared for purse-size perfumes. In either event, he would immediately gain both a strong selling point and a major advantage of convenience in use.

## DISPLAY IS A SALES-TALK PROMPTER

Introducing its new complexion brush, the Pro-phys-lac-tic Brush Company makes use of the display illustrated. An assortment of the brushes, with handles of cast phenolic in four different colors—lemon yellow, tomato red, jade green and onyx white—is set in a black tray in the container. The display piece shows four heads, indicating four different types of skin for which a complexion brush is especially adapted.

As a special aid to the salespeople whose experience may be limited in selling complexion brushes, several



pointers are printed on the back of the card. This is out of view of the customer but evident to the salesperson. On the back of the card are such notations as "Shaped to the Face, Shaped to the Hand, Bristles Soft but Firm, Bristles Sealed by Perma-Grip," etc.

A special feature in packaging the complexion brushes is that each has a guard of cellulose acetate to protect the bristles so that no germs, dust or the hands of customers and salespeople ever touch the bristles.

## PERFUMES BY THE BOOKFUL

(Continued from page 52) historical data offered by the books that they enlarged their purchases to include one or another of the larger selections. Finally, for males desiring to purchase perfumes as gifts, the group packages were found to have an unusual attraction. Since the giver of the gift could not be certain just what odor would please the recipient, such sales were usually difficult to make. When however, he was offered the opportunity of giving a series of perfumes, at least some of which would be distinctly pleasing, even to the most specialized taste, the clerks reported a faster, easier sale and, even more important, an almost total absence of subsequent exchanges and returns.



**LUSTEROID**  
*solved this packaging  
problem ... why not  
Yours?*

IN addition to its many structural advantages, Lusteroid has consistently solved unusual packaging problems in unusual ways. Take, for example, the new Nestle Shampoo Tint unit. The Nestle-Le Mur Company, confronted by a perplexing "what-to-do" with the three tablets illustrated, placed them in a Lusteroid cap which fits over the regular bottle closure. RESULT: A smarter-looking, eye-appeal, sales-making package—and a practical one, too!

Use Lusteroid on your next package job. It's strong, tough, unbreakable and light in weight. Its smooth, grainless surface is adaptable to cylindrical shapes and many sizes and accepts fine printing in transparent or opaque colors.

Please feel free to consult with us. Our merchandising and creative department will help you develop equally unique, equally successful solutions to your packaging problems.

**LUSTEROID**  
CONTAINER COMPANY, INC.

Formerly Lusteroid Division of  
THE SILLCOCKS-MILLER COMPANY

10 PARKER AVENUE, WEST  
SOUTH ORANGE • NEW JERSEY

## CHRISTMAS Cellophanes and Special Holiday Papers

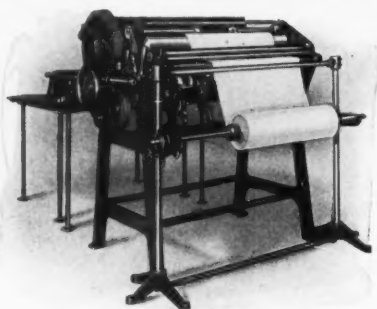
will be sheet cut this year in greater proportions than  
ever before on the

### Beck Automatic Roll Sheeters

Such materials cost money and should not be wasted thru wanton inaccuracies in sheeting. The Cut Register Attachment on a BECK machine will permit "spot cutting" with surprising accuracy and so overcome waste. In the case of paper, the Curl Remover takes the most obstinate curl out and leaves the sheet perfectly flat for handling afterward.

#### Do You Want to Cut Your Labor Costs?

Then investigate these facts for yourself today.



Our DEMI SHEETER for Small Work  
**CHARLES BECK MACHINE COMPANY**  
13th & Callowhill Sts. Philadelphia, Pa.



## ATTENTION PACKAGES!

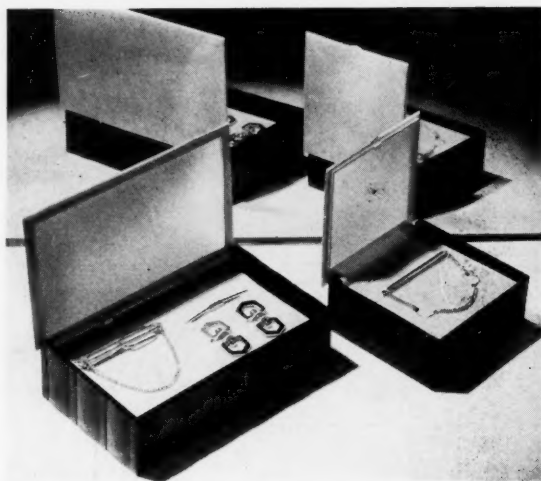
Are your proprietors  
seeing to it that your  
itinerary is taking  
you into many an  
American home?

*Shelf-Clingers  
please apply*

Ask for our filing index  
in which to keep your  
packaging facts.

**NATIONAL COLLAPSIBLE TUBE CO.**  
PROVIDENCE, R. I.

New York Office: 331 Madison Ave., Tel. Murray Hill 2-0339  
CHICAGO: C. J. EICHMAN CO., 355 W. ONTARIO ST., TEL. SUPERIOR 7939  
DETROIT: J. P. GIROUX CO., 2970 W. GRAND BLVD., TEL. MADISON 5727  
REPRESENTATIVES IN OTHER PRINCIPAL CITIES



The Baer and Wilde Company for its Swank pins and cuff buttons is using the boxes illustrated. These are hinged top; the covers are of white Plaskon and the bases of black Bakelite, molded by Northern Industrial Chemical Company

## TO FOLLOW LEAD OF "STUBBY" IN STANDARDIZATION

Standardization of package size and shapes was undertaken a number of years ago by Herbert Hoover, then Secretary of Commerce. The result was a great economy in the manufacture of containers and crates. The savings have been enormous.

But when this great work was undertaken, there was no beer. Preliminary work on the standardization of the beer bottle was undertaken several years ago, but never reached the point of complete standardization in the industry. Consequently, the variety of shapes and heights have caused some confusion to the brewers. Work of complete standardization has now been undertaken by the Glass Container Association, and a committee has been appointed which will carry through the work. Standard blueprints will be supplied to all glass manufacturers so that beer bottles will be identical throughout the industry.

This step follows the success of the new "Stubby," already standardized as it left the hands of the manufacturers. Avoidance of a multiplicity of sizes and models has done much to establish the "stubby" quickly throughout the industry, and accounts in part for its immediate wide acceptance.

## RETAIN THE OLD, INVITE THE NEW USER

(Continued from page 51) relationship to its predecessor and attains an individuality that distinguishes it from the others in the line. Conservatism is still the guiding rule, but today it is a conservatism tempered by modifications fitting to the times rather than mere adherence to the styles of forty or more years ago.

Dealer and jobber reactions to the change have been enthusiastic. While it is still too early to determine consumer reactions accurately (since the packages are only now reaching store windows and counters) advance tests indicate an equally favorable reaction on the part of both old users and newer, younger customers.

In effecting gradual changes in so extensive a line as that of the Ayer concern, curious anomalies frequently creep into the picture. An instance in point is found in the liquid nail enamel package. Here the carton is closely similar to the original design of the line, being characterized by an elaborate border and by undoubtedly old-fashioned lettering. The bottle itself is of the modern, octagonal, flat-sided type crowned by a molded cap and bearing a label far more in keeping with the newer powder designs than with the old decorations on the outer carton. The most recent step in modernization has been the replacement of the original sharp-cornered, black phenolic closure with a white urea-molded one having smooth, rounded corners and the just-introduced change from a full-covering jel-seal (which was difficult to remove) to a jel-band around the lower portion of the closure. This latter, being more easily removed, has already met with a widespread dealer and consumer approval.

Another recent change has involved the talcum powder and bath salt bottles. These were formerly of an elaborate fluted shape with an extremely elaborate black and white label and with a dull brass pouring closure of the non-removable type. Today these products appear in an easily gripped smooth-walled bottle of oval cross-section, bearing a simple embossed label in dull and bright gold and a highly finished brass closure which is more easily opened and closed than its predecessor and which, if so desired, may be quickly unscrewed from the threaded neck of the bottle.

Thus it may be seen that, as each new item is attacked by the Ayer redesigning staff, each will be transformed into a compromise between characteristic older fashions and the more modern trends, retaining sufficient of the old to continue product identity and adding sufficient of the new to meet the desires of the trade and of the growing youth market.

## PACKAGED PROOF— SELLS A THOUSAND DOLLAR PRODUCT

(Continued from page 49) third goal listed above.

The fourth goal, that which demanded a simple and convincing test to demonstrate the product's heat-insulating qualities, was achieved in the following manner. The prospect is instructed to take two refrigerator ice cubes; to place one, exposed to room temperature, on a saucer and to wrap the other in the sample of Rock-wool. Then, when the exposed cube has completely melted, the wrapped cube will be found still intact and only slightly reduced in size.

# WALDRON *Laminating Machine*

*Using—*

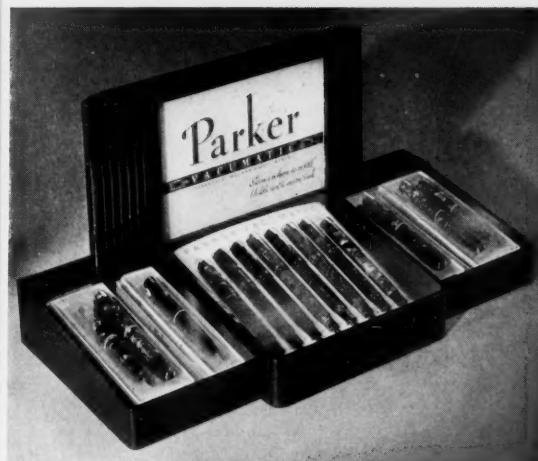
PASTE	
ASPHALT	
LACQUER	
LATEX	
ON PAPER	
	CLOTH
	BOARD
	CELLOPHANE
	COMBINATIONS

Sturdily built to meet the most exacting requirements, this modern WALDRON machine provides unusual opportunities for the development of new paper products. Write for complete mechanical details.



## JOHN WALDRON CORPORATION

Main Office and Works: NEW BRUNSWICK, N. J.  
Chicago      New York      Portland, Ore.



*Designed by Paul Ressinger*

## This Display of Molded Plastics Sells Parker Pens

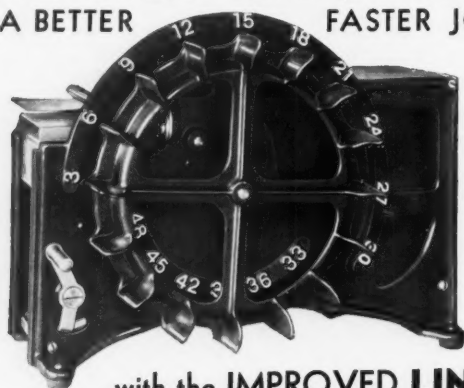
The Parker Pen Company of Janesville, Wis., finds this handsome display of Bakelite Molded a powerful aid in merchandising its product at the point of sale. Its rich, lasting beauty withstands wear, insures preferred position on the dealer's counter, and provides a perfect setting for the beauty of the pens themselves.

Molded plastics, with their wide range of lustrous, permanent colors, and their universal appeal, may well provide the type of display which will best sell your product. The same facilities which produced this striking display, are at your disposal. You are invited to submit your problem without the slightest obligation.

**CHICAGO MOLDED PRODUCTS CORP.**  
2142 Walnut St.,      Chicago, Ill.



## SAVE TIME—SAVE TAPE DO A BETTER FASTER JOB

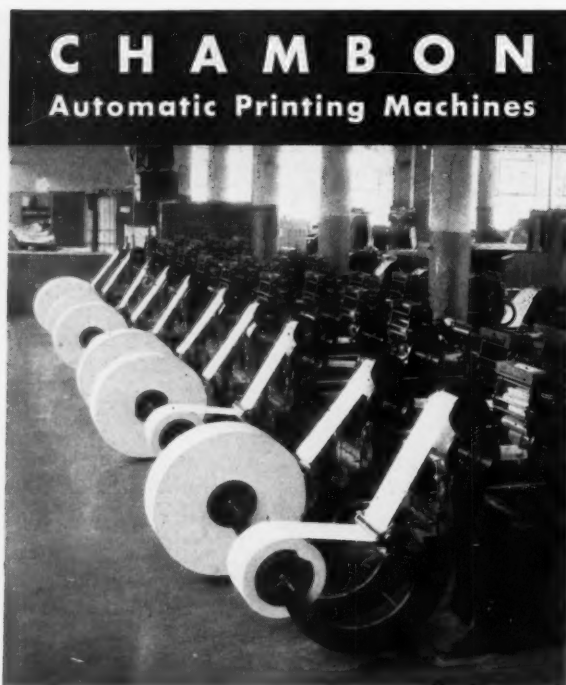


### with the IMPROVED LINK GUMMED TAPE DISPENSER

Three to forty-eight inches, or any length, of perfectly moistened tape at a turn of the wheel. A sturdy, practically fool-proof machine. For 2, 2½ or 3 inch width of standard tape rolls. No gauges to set . . . no stops to adjust . . . no buckling of tape. Guaranteed for two years against defects. Saves its low cost in a short time. For full details write—

only  
**\$29.50**

**L. LINK and CO., Inc.**  
149-151 Lafayette Street New York, N. Y.



Above is shown part of an installation of twelve Chambron Automatic Printing Machines used for printing and die-cutting paper food container blanks. Chambron Machines are widely used by leading manufacturers for printing and die-cutting, high-grade multicolor labels, wraps, cartons, tags, etc. We are glad to furnish full information to manufacturers sending samples and production requirements. Write CHAMBON CORPORATION, 911 New York Avenue, Union City, New Jersey. Western Office at 608 So. Dearborn Street, Chicago, Ill.

To insure the prospect's opening and utilization of the sample, the instructions for this test are printed on the bottom face of the box, being illustrated with four clear photographs so that no one can misconstrue the meaning. On the front or top face of each box, attention is called to the message on the back by means of the caption, "Make the ice cube test—see bottom of this package." It was felt that this separation between caption and actual instructions for testing would induce the prospect to pick up and handle the box, thus giving more opportunity for arousing his interest and calling attention to the other explanatory faces of the package.

The entire ensemble, printed inexpensively in black and red, thus provides a simple and convincing means of getting the difficult story over. When demonstrating is done in the presence of the salesman, the box remains to add conviction after he has gone. When, as is more usual, the demonstration takes place in the privacy of the home to which the box has been sent by the dealer, every point that may arise is covered by the explanations on the box. There are no leaflets or broadsides to lose. Even the matter of a return address, for use in reaching the dealer, is taken care of by means of an imprint on the bottom of the box below the testing instructions.

Having completed these boxes, a display was devised for use in dealers' windows and counters. This was constructed in three sections, the larger having two receptacles. In the other, supplementary booklets can be placed (when the display is used on counters) which stress either the winter or summer advantages of the material, according to the season.

The two side panels can be selected by the dealer from a series which are available, each carrying a message best suited to certain conditions. One pictures the method of "bat" installation and would be used in conjunction with the "bat" package; another pictures the blowing process while a third stresses savings accruing through reduced fuel bills.

Thus, by means of two simple set-up boxes and an equally simple display, a most convincing means is secured for interesting prospects and getting over to them the tangible proof of the claims made for the product. Once again, packaging provides the answer to a sales problem, even when, as in this case, the product itself is hardly packagable in its natural form. For here, a sample and package worth certainly not more than a dime, does the full job of a salesman in selling a product that may cost up to a thousand dollars or more, depending on the size of the house, and in selling a service that is most difficult to describe in a convincing manner.

While the company has no intention of discarding booklets, national and local advertising, nor other means of publicizing the nature and advantages of this product, it will rely most strongly, in the future, on the ability of these two packages to demonstrate and sell.

Credit: To W. P. Gibbons of the Johns-Manville Company for development and design. To H. Fleisig, Inc. for box manufacture.



New to the Colgate line are these miniature packages. The lotion bottle is made of clear glass, finished in black design. The cold cream jar is opaque-white. The tops of both are of cream enameled aluminum, supplied by the Aluminum Seal Company, New Kensington, Pa. Priced at 10 cents these items are marketed through the five-and-ten's and other convenient outlets

## QUADRUPLING MEAT THERMOMETER SALES

(Continued from page 42) box itself, an attached folding easel and a die-cut cover which folds back to form a crown for the tray which placed on the counter. Upon this cover, printed in white and yellow on a blue background, is pictured a roast with the thermometer inserted as when in use. The lettering reads, "The Master's Secret, Taylor Roast Meat Thermometer" and a white, die-cut silhouette of a chef is used to convey the idea of the master cook. It is upon this silhouette that the picture of the roast is superimposed.

Despite the simplicity of the final design, every element demanded in the original list has been achieved—window and counter display effectiveness, ease of handling, sturdiness and mouth-watering attractiveness. Between the improvements effected in the design and construction of the thermometer itself and the new package, sales have—in the short period during which the new product has been on the market—quadrupled and continue to show marked gains as more dealers rapidly stock the replanned item.

Credit: To E. E. Fairchild Corporation for design, lithography and boxmaking of both the package and display, shown in an accompanying illustration.

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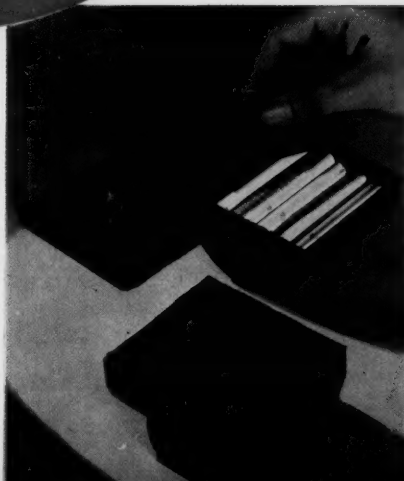
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